# cut 23.mp4

**Participant 23:** [00:00:00] So we should not discuss too much beforehand.

**Xueqing:** [00:00:03] It's okay if you have any questions that I can answer you.

**Participant 23:** [00:00:06] Yeah, well, since if it's possible to use your own cup. Is it also the intention, or is it foreseen that also many people just bring their own? Not the special ones.

**Xueqing:** [00:00:19] It's two different solutions. So we also have to understand from the consumer which kind of solution they would prefer to adopt in their daily grocery shopping. So you can try both and have some feelings or.

**Participant 23:** [00:00:34] Both, and then afterwards they'll say something about why.

**Xueqing:** [00:00:38] Or why. Yes, we have some questions.

**Participant 23:** [00:00:41] Decision.

**Xueqing:** [00:00:42] Yeah.

**Participant 23:** [00:00:43] So you want me to do the coconut cookies first?

**Xueqing:** [00:00:48] Start finding the clean ones. Oh, sorry. So this is just an example.

**Participant 23:** [00:00:53] Maybe you want clean ones, then also afterwards, because I touch it.

**Xueqing:** [00:00:58] Them a lot. So you should find the clean ones over there. Yeah.

**Participant 23:** [00:01:04] Okay. And there's no instructions. I should read first, right?

**Xueqing:** [00:01:09] No, these are already explained to you. And this one is how the system works. It's just how the loop works.

**Participant 23:** [00:01:16] But actually, I should find my way over here.

**Xueqing:** [00:01:19] Yeah, and you can just imagine that you are, you know, you are now in the supermarket, so you need to try to better serve. And if you need any help, then I can help with you. But otherwise, I would just keep sending.

**Participant 23:** [00:01:35] So maybe you play the role of a shopping. Somebody from the shop?

**Xueqing:** [00:01:40] Yeah, yes, yes, yes.

**Participant 23:** [00:01:41] So. But I am shopping with MIWA cup.

**Xueqing:** [00:02:02] But that chip is on the bottom. This is a little bit different from the.

**Participant 23:** [00:02:15] So am I supposed to hold it like this in front of them so they don't get any? Always agree there's a signal that is activated, right? You're not answering that. Which this dispensers about. This is pushing. By doing it all. Can you explain to me how I should do this?

**Xueqing:** [00:03:05] And you can follow the instructions on the screen. We'll hear.

**Participant 23:** [00:03:18] Okay.

**Xueqing:** [00:03:21] You can just behave like what you do in the supermarket. No worries about this.

**Participant 23:** [00:03:26] Well, normally it is not done. That kind of thing. It's not coming. For me to get more.

**Participant 23:** [00:04:04] Well.I take more.

**Participant 23:** [00:04:44] Present it at the checkout. Will present it to you then.

**Xueqing:** [00:04:47] Yes. And then you can try the large cup and fill whatever you want.

**Participant 23:** [00:04:57] Oh.

**Xueqing:** [00:04:59] Yeah, it's the same ones.

**Participant 23:** [00:05:54] Supposed to take forever. So. You must be. This. And wondering if you'll be used, what the subjects are.

**Xueqing:** [00:07:06] Yeah. Last one?

**Participant 23:** [00:07:09] Sure. I don't know if you.

**Xueqing:** [00:08:12] Good. Thanks your shopping with the system. Then we can move to our discussion of what your feelings and opinions regarding the system first. Could you share with me or general opinions regarding the system or regarding to experience?

**Participant 23:** [00:08:36] Sure. Well, I have a feeling that it could be a little bit more user friendly in terms of that. It works immediately, right away. Some things when you push a button, you don't get immediate feedback and you push it twice and then you say, okay, it does work. And the other thing is the, uh, the stuff coming out through the, through the dispenser pipe that it didn't work very well I think with the crackers. Yeah, I had to. I did read this shake.

**Xueqing:** [00:09:15] Yeah. You find the correct solution and the lever is to use for help the product come out. Yeah, yeah. But perhaps it was almost finished or empty. But what, what you will do if this kind of situation happens in the supermarket?

**Participant 23:** [00:09:34] Uh, well, depending on my mood, I would say, uh, one thing. One would be to, to ask a shop employee to, to check if it is empty or not. And the other thing I could do is just say, well, okay, then I buy nothing if I don't get it from the machine and if nothing comes out, I buy nothing. Those would be the two things I could do. And I also would do, depending on the situation or whether I need the stuff really that I would ask or not so necessary. I would just leave it at that and come back another time.

**Xueqing:** [00:10:13] Yeah. Okay. So you said you leave it. What do you mean by leave it? Because you already pick up the cup and open it. How to do. Is the cup already opened?

**Participant 23:** [00:10:25] Yeah, I would take it back home because it was would be probably my own cup that I had already used several times. And I'll just take it back home and empty. Yeah.

**Xueqing:** [00:10:38] But what if it's this cup that you already open it and you need to pay the deposit of it? But you couldn't. You didn't get it.

**Participant 23:** [00:10:48] Yeah, yeah, I might want to. Well, still, probably, I would not mind so much because I know that I can get the refund when I don't need it anymore. Probably it was already my intention to use it multiple times so I could also take it home empty and bring it with me the next time. And if that was not my plan, then I would just hand it back in and get my refund, probably at what's at the cashier or wherever you could return it.

**Xueqing:** [00:11:24] Yeah. Yes, that's what I think I. Yeah. And if you could use three words to describe the system.

**Participant 23:** [00:11:31] The three words?

**Xueqing:** [00:11:33] What kind of words come to mind?

**Participant 23:** [00:11:38] Good idea.

**Xueqing:** [00:11:40] Why do you think it's a good idea?

**Participant 23:** [00:11:43] Well, because of the reuse of the of the dispenser of the of the cups, there's not much waste involved. So it avoids waste. I like that idea. And the other one would be two more words that need improvement. But I guess that's not a big thing. I think these things could be improved more or less easily. With a little bit of tuning of the design or the mechanics. That should work.

**Participant 23:** [00:12:24] Um. Which makes me wonder. You just said to the person, I have my first subject, but am I the first one? Or have already? A lot of other people also tried it.

**Xueqing:** [00:12:35] You are the first one today. Before today there are several. Some participants in this week.

**Participant 23:** [00:12:44] Okay. So I'm wondering what other people say about it.

**Xueqing:** [00:12:48] I will let you know after we finish the other questions. Otherwise, it will be.

**Participant 23:** [00:12:53] It might become bias.

**Xueqing:** [00:12:56] And how do you feel concerning the true packaging solution you just experienced? One is to use the cover provided by the system and otherwise use your self container.

**Participant 23:** [00:13:10] I think I mostly would prefer my own one because I think this is a really useful thing and it's equally useful as those two. It only has those to have the benefits that you have this chip and the rest so you can use your head. But I'm not sure yet whether I would like using the app and checking it or not. It could be nice in the beginning. The exploration thing would be useful. I think if we have, even though with coffee beans you can store them for decades.

**Xueqing:** [00:13:48] Yeah.

**Participant 23:** [00:13:49] But other products you can't.

**Xueqing:** [00:13:51] Yeah. Yeah. And on the label there shows you some basic information oof the product, such as the ingredients and the best before date and the name the weight price.

**Participant 23:** [00:14:06] Yeah. Yes. Well, I had mixed feelings about the label because I don't like sticking labels onto such a container, wondering whether if you take it off, whether it would not leave any rest.

**Xueqing:** [00:14:28] Or maybe you can have a try with the container. Okay.

**Participant 23:** [00:14:42] So that worry is gone now. And then but then the downside of that is, can you put the label with the paper, the waste? Should it go into other waste? Can you already say that?

**Xueqing:** [00:15:06] Because this paper is already with sticky stuff, so it's not recyclable. Then you're just throw it with normal waste.

**Participant 23:** [00:15:22] I think when you talk about what is true, you should also always consider how much it weighs. And this doesn't very much. So the amount of wasted material is small. If you compare that to a normal packaging of such a thing, this is better than I expected. Do I get to take it home?

**Xueqing:** [00:15:52] You can take that. You can take both your own container with the coffee beans and the small one with cookies.

**Participant 23:** [00:15:59] Really? Okay.

**Xueqing:** [00:16:03] How would you judge the different steps during your experience of the system, such as for first glance, before you start to use it? How do you feel about the system?

**Participant 23:** [00:16:15] Well, let me go back into my. Yeah. Well, the first thing I did was look at the screen. What was expected from me is that it's the first step and the next step. I think that was ok. The only thing was when I pressed something, it didn't immediately respond. And then on the top side, I took a little bit of time or looking for what to do, especially pressing the chip against the thing. I didn't immediately get that. And then also how to find how to make sure that the opening was opened, that it came out. All these were you know, these are really the initial the first time problems. But still, I think it could be made easier to find it out.

**Xueqing:** [00:17:17] How do you think it could be easier?

**Participant 23:** [00:17:22] Well, for example, I had to push over here something, and it's not immediately obvious that you need to do it. Especially I'm a bit taller, so I don't see it. I only see it when I look under it. So somehow, maybe this could be made more easy to find where to press. Yeah. I'm not sure what kind of information you are looking for, but on the whole, I was also amused and interested to try it out.

**Xueqing:** [00:18:05] And how do you feel about when you are controlling the dispenser and refilling the product?

**Participant 23:** [00:18:13] Well, if you saw it the first time I had it to load in, a lot of it went beside it. But that's also a first time error you don't make again, I think. How do you feel about that? It felt good to use it. Yeah.

**Xueqing:** [00:18:34] And after you know how to use it, what do you feel when you do the second and the third time? You already know how it works.

**Participant 23:** [00:18:45] Yeah, well, the next challenge was to fill it with the amount that I wanted. For the crackers, it didn't work at all and I couldn't get many crackers out of it. The coffee was easy and. Coconut cookies. Oh, yeah. Well, that was the thing. Yeah. At the first time, I didn't get that. You have the measurement of the container itself and the measure of the product side by side. And I looked at the wrong number at first.

**Participant 23:** [00:19:24] But it felt already rather easy to do. Not too complicated. I would see that some people would complain about it being difficult and so people are too spoiled. It's just a little bit of effort to get to know it. And then once you know it quite nicely, I would say.

**Xueqing:** [00:19:54] And what are the positive elements coming to your mind regarding the system?

**Participant 23:** [00:20:01] Well, the other positive thing, the first positive thing is that you avoid and waste. And the other one is that you can take as much as you want. I mean, you're not limited to certain standard packaging sizes. So if I want 150 grams, I can take 150 grams. Or if I want 60 grams, I can take that. So this is very positive.

**Xueqing:** [00:20:26] Possible to control the quantity by yourself.

**Participant 23:** [00:20:29] Yeah, well, yeah, that's of course. Well, you know, it's a challenge to get it right, but it's also a little bit of a fun. Yeah. I don't mind it if I get it from. Okay, I'll get it next time. Better? Yeah. No, I don't mind it. The only thing getting the flow to still keep going. That was a little bit harder. Actually, I kind of expected that with the crackers because they. A lot of sites, these sites. And the funnels that come out of all the equal size. So. But that's a bit of mechanical engineering, I think, to get that right.

**Xueqing:** [00:21:24] And what are the potential problems coming to our mind regarding the system?

**Participant 23:** [00:21:30] Well, the one problem presented itself immediately, that was that I didn't catch everything that came out of it, and it was spread out all over the machine and over the floor. So I guess if that happens in the shop, that's a little bit of nervousness, I think. And then other people walk through it and they crush it and it gets messy quite quickly, I think. But that's something you want to try to avoid. More problems. And there is a possibility of doing it wrong with the way that if you put the lid on and you weigh too much. So people need to understand it, but they should not do that. Somehow the machine could give a warning if you do that, I'm not sure if you can detect it. Other problems. Well, you don't see if the container is empty. So that is something that I think you should also try to avoid. If the containers are empty and people want after one customer after another tries it and nothing comes out and you don't know why, that's not good. The way. I'll keep it in the back of my head. I think of more problems i will mention it.

**Xueqing:** [00:23:06] You? Yeah. Okay. Okay. No problem. And how do you evaluate the system in terms of the hygiene?

**Participant 23:** [00:23:13] Hygiene? Quite okay. You know, you have to press this glass. Other people also press. But in general, I don't have a problem with it. There are also other machines. For example, if you add your empty bottles, you also have such a kind of machine. And other than that, you don't touch the product in principle and take off the lid. So my. I don't recall it. My impression is that the hygiene is quite good.

**Xueqing:** [00:23:57] Okay. Then would you like to use the system if it is available in our supermarket.

**Participant 23:** [00:24:05] Yeah, I think so. Yeah.

**Xueqing:** [00:24:07] Why do you think you use it?

**Participant 23:** [00:24:09] Yeah, well, because of those positive aspects that you avoid waste. The only drawback is that you have to bring your own container. That's something I'm not sure if it will be an impediment.

**Participant 23:** [00:24:27] But I think I would if I need a product that is, uh, from there, if it is the product that I want to have.

**Xueqing:** [00:24:34] I think I would, yeah.

**Participant 23:** [00:24:36] Oh, no. I see another problem.

**Xueqing:** [00:24:38] Okay, go ahead.

**Participant 23:** [00:24:40] It takes up a lot of space in the shop. Yeah. And compared to the standard packages. So you need a larger, larger shop. And I say this especially because I'm. I live in Den Hoorn home. I'm not sure if you know it. It's nearby. And we have only one supermarket and it's not a very big supermarket, so everything has to be in the shop. So if you put such a machine in there, other products would have to make space for it. So it won't go in our supermarket, I'm afraid. Well, maybe if it's some products that are really running well. Or is it experiment? But yeah. Would I use it? Well. I don't, actually. There's maybe a different side of the question. I never take any of these products. I never buy lentils. But I do buy rice sometimes. I never buy rice porridge or coffee beans or coconut cookies or crackers. So it depends on the product. Do I need to buy it?

**Xueqing:** [00:25:56] Oh, maybe not only in the supermarket. It could be also in the other kind of stores, if you have some ideas.

**Participant 23:** [00:26:04] Yeah, sure.

**Xueqing:** [00:26:05] What kind of stores do you think this one would be more suitable?

**Participant 23:** [00:26:10] Well, certainly the specialized coffee shops where they sell coffee beans. And also other like toko shops. Rice, for example, I have to three variety of rice types. In other. So mainly food would also be for non-food. I'm not sure. Yeah.

**Xueqing:** [00:26:43] Of course it could. Yeah, that is my next question. What about the other product? Can be food or non-food product coming to your mind? Besides these six products?

**Participant 23:** [00:26:57] Yeah, well, I don't have a very great fantasy there, but anything that is like granular with pieces that are of this size, size, category or smaller, these are already on the lighter side, I think would. Yeah. I don't know what else. It's sold in these parts. I was thinking about cat litter.

**Participant 23:** [00:27:26] Yeah.

**Xueqing:** [00:27:27] What is that?

**Participant 23:** [00:27:28] Yeah, that's what you put in your. If you have a cat and you have animals.

**Xueqing:** [00:27:33] Food.

**Participant 23:** [00:27:34] No, no food. Well, food would also be a possibility. But I was thinking of the where the cat goes to the toilet, you know. Uh, but usually you take large quantities of that, so you'd have like five liter containers or something. Very good. The larger the package, the less waste you have relative to the amount of product. So if it's sold in large quantities anyway, then you don't save so much waste.

**Xueqing:** [00:28:12] Yeah.

**Participant 23:** [00:28:17] Yeah. Well, you see the stuff that the flower pot is filled with these brown things that could also be possible. I think the other and uh, consumers don't buy that regularly. So it will not have a high turnover.

**Xueqing:** [00:28:39] So now the. The you mentioned now are all the dry products. And how do you think about the product, which is not dry but wet or liquid.

**Participant 23:** [00:28:53] Well, liquid. Yeah. Why not? Maybe because of hygiene. With liquid, it's easier to spill and more difficult to clean up. Yeah. But for example, raisins, for example. It's not too dry. Yeah, like immediate, intermediate dry raisins. It's possible, I think. Most.Fruit and. Yeah.I don't have a really rich imagination.

**Xueqing:** [00:29:57] It's okay. Oh, maybe. What kind of products you find the system is not suitable or useful. For which Kindle.

**Participant 23:** [00:30:06] Yeah. Well, products that are too large.

**Xueqing:** [00:30:09] Yeah, that's true.

**Participant 23:** [00:30:12] And the products that leave traces behind, you know, that stuff becomes sticky or something like that. And there has to be, you know, well, okay, I see some criminals at the bottom here, but it's, you know, how do you call it? Yeah. Get the machine dirty very quickly, I think. I mean think about it. And products that you cannot store long enough in the container. So it should be at least, uh, one or two days can be kept in there without going back. But these are obvious answers. I guess that's it.

**Xueqing:** [00:31:23] Do you think this system offers benefits for our environment? After you know more about it?

**Participant 23:** [00:31:32] Yes, obviously I do. Yeah, it avoids waste. I think that's important. Um. Yeah. The only drawback I would say is it takes up more space.

**Xueqing:** [00:31:53] So if you get one of the reusable cup, would you like to keep reusing it for multiple times or you would prefer to use it and after you finish the product, you return it to the system?

**Participant 23:** [00:32:09] Oh, no, I would reuse it, certainly, yeah.

**Xueqing:** [00:32:12] Why do you think you would prefer to reduce reuse rather than returning it?

**Participant 23:** [00:32:19] Because I think when I return it, it will need some processing to prepare it to make it available again.

**Xueqing:** [00:32:26] Yes, it.

**Participant 23:** [00:32:26] Probably will be cleaned. And maybe a new sticker will.

**Xueqing:** [00:32:29] All of the empty cups. And also the empty containers will travel back to the factory and it will be cleaned, cleaned and resealed again. Yeah. This is back to the system.

**Participant 23:** [00:32:42] Yeah, well, see, that's also a drawback of the of the idea that, on the other hand, it's not a drawback compared to other packaging. But this would be a reason for me to keep reusing the same container, because then all this processing would not be needed. And from time to time I can clean myself with the dishes, probably depending on the product. It would not be necessary to do it each time, but maybe once every two weeks or something like that. Because these containers don't get dirty, don't get very dirty quickly. But of course, from time to time, you need to clean it. But I would have no problem to get myself because like you said, that it has to go back to the factory and.

**Xueqing:** [00:33:30] This one couldn't be put into the dishwasher. You can only wash it by yourself because there is a chip on the bottom of the cup.

**Participant 23:** [00:33:41] Oh, but can you even hold it underwater when you get.

**Xueqing:** [00:33:44] Water is no problem. The dishwasher is. It will be damaged.

**Participant 23:** [00:33:54] Okay. Well, maybe another time they ought to make chips that are also dishwasher. Very resistant. Yeah.

**Xueqing:** [00:34:05] And so how many times or at which moment you would have to decide to return it? Because after a long time or several times, it has to be like this. Well.

**Participant 23:** [00:34:22] Considering that the what I estimate is the amount of money for which you borrow it and return it, I would guess that is under a euro. Um, I'm not sure I would even mind to bring it back if I don't use it any more. And only if it's a product. Now it's coconut cookies, and if it's product I don't like anymore or I didn't like. And then I say, okay, I'm not going to use it anymore. I'll bring it back. But otherwise, if I have the feeling that I'm going to use it again, I will just keep it all the time.

**Xueqing:** [00:35:03] And after several we used to circles or after a long time used, there might show some scratches on the surface of the cup, some little damage, which shows the signs of the usage. And how do you feel about that kind of things on the surface?

**Participant 23:** [00:35:23] Well, I don't mind much about it as long as serves its purpose and it looks clean. I would just keep using it. And if I really get tired of how bad it looks and how it looks, then I would indeed I would return it and swap it for a new one. It would take me quite a lot of use. I would reuse them, you know, dozens of times, I think, before I do it. And if this scratching and damaging happens really quickly, then I would say the quality of the containers is bad and. Yeah. I don't know how I would encourage the producer to make better ones that can be used more and more often.

**Xueqing:** [00:36:06] Yes, but what if the scratches or the little damage are not made by yourself, but made by the previous owners after they return it? It is cleaned and resumed, but still some size of usage. Yeah.

**Participant 23:** [00:36:23] Yeah. I wouldn't mind very much about it. Yeah. But yeah, I didn't realise that. Of course, when they are re-used, you also get new ones that are reused. Yeah. Yeah. No. But I wouldn't mind very much. No, but I think my wife would pick out the one that is the nicest. Yeah, but I'm not so much inclined to do it.

**Participant 23:** [00:36:48] So. Yeah, no.

**Xueqing:** [00:36:50] That's no problem for me. Okay. So besides the system you just used today, there are also some similar but different solutions which also provides the consumers option to reuse the packaging.

**Participant 23:** [00:37:06] I think about that one.

**Xueqing:** [00:37:10] Yeah. So yes, the most you perhaps are in know something about it. And the producer, they will they will fill the glass jars with you with a product you bought from the online store or in a physical store. I'm not sure if they have many physical stores here, but I didn't see. Perhaps most purchase from the online stores and they deliver the product to your door. After you finish it, you return the empty imports through a pickup service. This one is obviously it also includes the deposit for the packaging. And after you return to get a refund and for the first one, the left one is called loop. And this one, the producer, they will pre-filled the product in the metal container, metal packaging and you just purchase as a consumer, you purchase the product in the stores with the deposit for the metal packaging. And after you finish it, it's the same that you still need to return the empty package to the, to, to where you get it to the supermarket store, to the store and get a refund. And so the difference between loop and the system you use today is the loop. We use the metal packaging and also they use the same almost same appearance as the original product such as the Haagen-Dazs and the Shampoo. They are keeping the original branding information and the original shape of the product. Just change the material of the packaging. Yeah. Yeah.

**Participant 23:** [00:38:55] And they also have different kinds of products also. Yes, liquid products. Yes.

**Xueqing:** [00:38:59] Yes. Some cleaning product and product.

**Participant 23:** [00:39:04] Yeah. So that means you cannot reuse the container right away. It has to be.

**Xueqing:** [00:39:09] It will be reused but not reused by yourself to be returned and cleaned and then filled with a new product sent back to the supermarket on the shelf. And for the last one, the right one is you covered for this one. They have their self owned products, like some detergent or the personal care products. And this one, you buy the product as you normally buy in the supermarket, which is already filled prefilled. And after you finish the product inside, you can re-use this empty package and refill the same product in the supermarket. So you use the original packaging to refill the product. It's not some extra packaging. It is always the same packaging can choose how many times that you want to refill the product.

**Participant 23:** [00:40:10] So you don't have like a deposit?

**Xueqing:** [00:40:17] No, you don't have it because you just buy the product as a normal product in the supermarket. Yeah. And for the first one, the loop and the pot, you don't need to do the cleaning things just to use it and return it. And before you cover that, you need to use it and clean or not clean it. Depend on yourself and refill it.

**Participant 23:** [00:40:43] Okay. Yeah. And so the loop has a refund and does Pieter pot have it too?

**Xueqing:** [00:40:49] Yes. Yes. After two. Yeah. Yeah. Okay. No Peter pot and this new system they have the reforms for the package and Ecover it doesn't have it's just original package and they offer you the option to review it.

**Participant 23:** [00:41:09] Okay.

**Xueqing:** [00:41:10] So have you ever bought or experienced such kind of re-usable packaging and the other others?

**Participant 23:** [00:41:21] Because in a supermarket we do have an orange juice machine where you have these empty bottles that you can fill with the orange juice. Well, actually, you don't bring your own bottle, so it's. No, it's a bit in-between. It's not the same thing. So.

**Xueqing:** [00:41:41] No, I didn't really see people bring their own containers. They just use plastic bottles provided in the supermarket. Don't know how they deal with. Empty bottles after they finished.

**Participant 23:** [00:41:58] No, no, I think they throw them away, so. Okay, so that's something else then. What else? No other than the standard what you have with the returnable bottles.

**Xueqing:** [00:42:16] The bottles. And how do you feel about the bottle returning process? Because you also need to bring all the empty bottles to the supermarkets and get a refund.

**Participant 23:** [00:42:29] Yeah. How do I feel about that? And I've gotten used to it. And it's just a part of the normal shopping process. It's, you know, it's not something I like or I could do without. It would be more easy if you don't have to do that. But it's something I recall as a civilian is a good civilian. You just do it. You're not. You don't want to throw bottles away in as waste so it's just part of the. And of course you always bring less bottles back to the shop or at least less weight than what you take. So you're always able to carry it. Yeah. So I feel about it. What do you want to know? How should I specify it?

**Xueqing:** [00:43:26] Yes, it's okay. I already get the things. Okay. And now how do you evaluate this resistance? And in terms of the solution they offer and in cooperation with the new system, you see some specific pros and cons of this system.

**Participant 23:** [00:43:51] Yeah, well, my first thought with the loop system is that the products they have in there, if you have the container empty, the container needs a lot of cleaning. So I'm not even sure whether this is more environment friendly than just producing a new container, which is if it's not reusable, you can also make the packaging cheap and and use not so much raw materials. So I'm not even sure whether this is more environment friendly and having just simple containers. And for the Pieter Pot, I do like the concept of lot because it's also avoiding a lot of waste. The other side of the cons is that you have this traffic for picking up extra traffic and the delivery.

**Participant 23:** [00:44:57] And somehow Pieter Pots, they also need to be cleaned. Somehow I am. Let's go. Pictures here and then the loop. Yeah. It means the same. It's just for the dry products, of course.

**Xueqing:** [00:45:20] You also have some liquid product. Think it's. Oh.

**Participant 23:** [00:45:26] Yeah, oil vinegar or olive oil, which I guess. So actually maybe my objection is and it's also true for the Pieter pot in the end. You need to clean the pots even the dry ones.

**Participant 23:** [00:45:46] So the big difference here is you return it to the store and here is delivery, delivery and pickup.

**Xueqing:** [00:45:56] And also the branding information package for their help. They have all the information of product or the brands, but for Peter Pot and also Mirror System, they only have very simple products.

**Participant 23:** [00:46:14] Make sure you get your branding information.

**Xueqing:** [00:46:17] They also have the label on the top. Okay.

**Participant 23:** [00:46:29] So. I'm not sure how important the branding is for me. I do want to know what product it is and whether the quality is okay. Also, I'd like to show that you would like to be able to see the ingredients. So for me, it's very important how much sugar is in the product. So I think it needs to be easy to read or easy to find. And then these kinds of the loop kind makes that easier because they can use the whole thing to put that information on there. Yes. And also always has to be printed on a label. On the other hand. This one has the advantage. Looking at Ecover. This is a normal product. You don't throw away the empty packaging.

**Participant 23:** [00:47:41] You just take it.

**Xueqing:** [00:47:42] Yeah, but you can only fill it with the same product every time since you already have the label or the information on the packaging and also the shape of. Yeah. Limit your options.

**Participant 23:** [00:48:00] Yeah, well, I don't think that's a very big drawback, because usually you choose a product because you want to use it. In most cases, you would use the same product again when it's run out. Only if it's the first try of a range of products. You're trying it out and you find out, okay, this one doesn't suit me so much, so I'm going to try another one. But this is only. This does not happen frequently. In most cases, you buy a product that you want to use again. Actually, this is the most favourable I think, of the three.

**Participant 23:** [00:48:48] Maybe the image is a bit less because there's no losers. Plastic packaging. This one is glass and this one is metal. And glass and metal have a better image of being better for permanent use. Plastic is frowned upon, but actually, in my personal opinion, plastic is also actually quite durable and if you can, if you're able to reduce it use for a very long time, it is not really very bad for the environment, I think.

**Xueqing:** [00:49:27] Yes.

**Participant 23:** [00:49:28] So actually, it's not so bad. It's probably, in my opinion, better than loop and Pieter Pot.

**Xueqing:** [00:49:41] Yes, yes, yes.

**Participant 23:** [00:49:43] I see that. Also, we've taken the whole hour.

**Xueqing:** [00:49:47] Yeah. No, no, no. The next one will come after 15 minutes. Yeah. Okay, good. So, no, we must have done. Do you have any other thoughts or ideas or whatever you want to add to? Kind of system. All this kind of shopping. New shopping malls?

**Participant 23:** [00:50:13] No, not right now. I think I told you what I thought. And if something comes to mind, I'll say it. But not at this moment.

**Xueqing:** [00:50:25] Yes. Okay. Okay. Thanks for sharing your time and source with me. Pleasant conversation and no worries. You always answered my questions in the correct way. To us the taste of me. And I am trying to get more insights from the participants. If something wrong, it's my fault. It's not your fault.

**Participant 23:** [00:50:47] No, but likewise. It was a pleasant conversation.

**Xueqing:** [00:50:50] Yes, it.

**Participant 23:** [00:50:51] Was a pleasure to do this. So. Yes.

**Xueqing:** [00:50:58] Yeah. You can take the small cup of back home and you just use it. Um. Yeah, you said to ask, what were you like? And the the coffee beans. You can also take it. Well, actually, can.

**Participant 23:** [00:51:13] I also leave the beans here because I think I'm not going to use them.

**Xueqing:** [00:51:17] Okay. Then you can maybe leave it this product on the new product and no one really touch it before the participant use it. So normally if the participant will bring their own container to take it back.

**Participant 23:** [00:51:38] Well, that's. So like we said, I don't like producing waste and I would probably just throw it away. The good news, I think that they will be eaten.

**Xueqing:** [00:51:58] So in a follow up phone interview, I will just ask you several questions about how you use the cup at home, such as how you store it, where to store it, or how you clean it or not clear it. But something like this. Yeah. It's very simple. Questions will not take a long time. Just 10 to 15 minutes. I will send you all the information via email.

**Participant 23:** [00:52:26] Good. That will be in a week. In the evening? Yes.

**Xueqing:** [00:52:32] Yes. Well.

**Participant 23:** [00:52:36] Since you're doing Phd, you're probably used to not always working in an office.

**Xueqing:** [00:52:40] It's okay. It's okay. It's my work. Sometimes it happens in the evenings. Okay.

**Participant 23:** [00:52:51] Same for me. I also work not only at office hours.

**Xueqing:** [00:52:56] Yeah. Even recently, some interviews conducted in the evenings such as on Wednesday. I have the interviews, which is until 9:30.

**Participant 23:** [00:53:09] Really? Well, that's late.

**Xueqing:** [00:53:10] Yeah, it's okay. I can find another time to have a rest. Okay. And this is a letter with €15 voucher for your contribution today, and this is for a follow up interview.

**Participant 23:** [00:53:31] Well, thank you.

**Xueqing:** [00:53:34] Okay. Okay. Well, thank you. Have a nice weekend.

**Participant 23:** [00:53:41] Thank you.