**Example Food and Hospitality Investigation Questions**

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| To What Extent Does Food Product Packaging and Labelling Influence Consumer Spending?1. Does attractive packaging make a consumer more likely to buy the product?
2. What is the influence of colour and font on customer spending?
3. How do labels on a product influence how much a consumer spends?
 | Technological Influences |
| To what extent is the low-waste movement impacting businesses in the food and hospitality industry? 1. How is the low-waste movement educating and spreading awareness to consumers?
2. To what extent are retailers changing to meet the increased demand for a low-waste approach?
3. How is the zero-waste movement effecting the day-to-day operation of food businesses?
 | Economic and environmental influences |
| To what extent is the Food and Hospitality industry impacted by veganism within Australia?1. What are the main factors influencing the growing trend of veganism?
2. What are the challenges a vegan diet creates for the Food and Hospitality industry?
3. How is the Food and Hospitality industry responding to the needs of vegans?
 | Contemporary and future issues |
| To what extent has the food and hospitality industry responded to the single use plastic ban in South Australia?1. Has the South Australian ban of single use plastic affected food businesses financially?
2. Has the single use plastic ban influenced food businesses to make further sustainable choices to other areas of their business?
3. What has been the response of single use plastics in South Australia from consumers?
 | Economic and environmental influences |
| What is the influence of colour in the food industry?1. How does colour used on a product affect a consumer’s choice to buy that product?
2. What is the influence of colour in social media?
3. What colour on a product would make consumers most likely to buy it?
 | Technological Influences |
| What is the impending food crisis and what can be done to resolve its issues facing the world?1. What is the impending Food Crisis?
2. What are the effects of this Food Crisis?
3. What can be done about it in the future?
 | , Contemporary and future issues |
| *HOW HAVE GMOs INFLUENCED THE FOOD INDUSTRY?*1. What are the benefits of GMOs?
2. Are GMOs harmful to humans?
3. Are GMOs harmful to the environment?
 | Contemporary and future issuesTechnological Issues |
| *To what extent does the ways of advertising/marketing influence consumer purchasing decisions on services/products of a business?*1. What are the various Ways and Uses of Psychological Advertising?
2. The Implications on how it Affects a Business
3. Recommendations on Advertising Techniques
 | Technological influencesSociocultural Influences |
| “*To what extent does the fast food industry influence people’s lifestyle, health and cognitive performance?”*1. *How does the fast food industry effect the lifestyle of people living in low socio-economic demographics?*
2. *What are the effects from an increased fast food diet on health?*
3. *What are the effects of the fast food industry on cognitive performance?*
 | Sociocultural Influences |
| *How has the influence of the fast food industry impacted society’s health?*1. What are the affects that fast food has on body health problems which are impacting society?
2. How has fast food increased obesity within society?
3. How has the marketing of fast food affected society?
 | Economic and environmental influences |
| To what extent is BPA affecting packaged water and food products?1. What are the implications of consuming water or food that has been stored in plastic containing Bisphenol A?
2. If such a plastic is harmful, why are product manufactures and consumers continuing to use it?
3. What can be done to minimise this problem and therefore, maximise our health? Moreover, what is already being done?
 | contemporary and future issues |
| What affect does technology have on improving food advertisements?1. How does the food industry improve the way they advertise by the use of the internet?
2. To what extent is the food industry improving their advertisements by placing food advertisements on social media?
3. How does the food industry create advertisements, with technology, that appeal to consumers?

 | Technological Influences |
| *What are the Costs and Benefits of Genetically Modified Food for Human Health, the Environment and the Food Industry?*1. What are the costs and benefits of GMOs for the Food Industry?
2. What are the costs and benefits of GMOs on human health
3. What are the costs and benefits of GMOs on and the Environment?
 | Economic and environmental influences |
| *How does social media influence the popularity of the food and hospitality industry?*1. *How does social media affect the business of companies in this Industry?*
2. *How does social media affect the way the Industry advertises to their customers?*
3. *What are the positives social media is having on the Food and Hospitality industry?*
 | Technological Influences |
| To what extent does food production, storage, distribution and contamination effect public safety?1. What effect does the food production and chemicals have on the end product?
2. What effect does storage and distribution of food have on consumers?
3. To what extent does food contamination effect the public and their safety as consumers?
 | Political and Legal Influences |
| Are Coles and Woolworths in Australia meeting consumer demand for new and developing healthy foods?1. How are Coles and Woolworths meeting consumer demand for healthy foods, and how do they promote their healthy products?
2. What are the current trends for healthy food in Australian supermarkets?
3. Who makes more profit for their healthy food brands, Coles or Woolworths, and why?
 | Contemporary and Future Issues |
| To what extent has consumer health awareness effected food businesses in Australia?1. How are restaurants benefiting from introducing healthier menu options?
2. How has increased health awareness affected fast food restaurant menus?
3. How have restaurants changed their marketing to appeal to more health-conscious consumers?
 | Contemporary and Future Issues |
| To what extent have food businesses in Australia made improvements to ensure their products are environmentally friendly?1. Have food businesses improved managing food waste?
2. What environmentally friendly improvements have been made to packaging within food businesses?
3. To what extent have food businesses improved the ethical sourcing of produce?
 | Economic and Environment Influences |
| To what extent does Food Packaging affect Consumer Spending?Question 1: How does the presentation of the packaging affect the spending of consumers in the food and hospitality industry?Question 2: Does eco-friendly packaging affect the spending of the consumer in the food and hospitality industry?Question 3: In the food and hospitality industry, how does the convenience of the package affect the spending of the consumer?  | Technological Influences |
| To what extent has an increase in consumer dietary needs effected restaurants and cafés in South Australia?1. What have cafes and restaurants been doing to accommodate dietary requirements?
2. What challenges to restaurant and café owners face in regards to consumer dietary needs?
3. How does the increased inclusivity of dietary requirements in restaurants and cafes impact the consumer?
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