# **ANNEXURE B**

Questionnaires

1. **Buyer-Focused Survey**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***I am a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***   * Retailer * Wholesaler * Hospitality business * Exporter * Informal Trader * Household buyer (for personal use) * Exporter * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   **Age**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |   **Gender**   |  |  |  |  | | --- | --- | --- | --- | | Female |  | Male |  | | 1. **What do you care about when buying at the market?**   **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 1. **Do you feel that you are well informed (prepared/have all the information) before buying something at the market?**   **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
| 1. **Do you have plan for making your purchases at the market?**  * Yes * No * I don’t know * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   *If other, please explain further*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| **Owner/Employee of business**   |  |  | | --- | --- | | Y | N |   **On which days of the week do you visit the market?**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Mon | Tues | Wed | Thu | Fri | Sat | | 1. **Do you generally shop around for suitable prices?**  * Yes * No * Maybe * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   *If yes, please state why you do so? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| **How do you get (mode of transport) to the market**?   * Bakkie (special transport arrangement) * Taxi * Bicycle * Truck * Walking * Private Car | 1. **Are your choices to buy for the day based on previous purchases? For example, do you compare prices on the market floor with prices from the last time you were at the market?**  * Yes * No * Maybe  1. **Do you keep records of all your purchases?**  |  |  | | --- | --- | | Y | N | |
| **What time do you generally arrive at the market? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **On average, how much time do you spent at the market?**  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 1. **Do you have a market agent you go to often?**  * Yes * No * It depends   *If it depends, please elaborate on your answer* |
|  | 1. **Does the farm where the fresh produce came from matter?**   **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |
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1. **Actor-Focused Questionnaire**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ***I am a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***   * Market agent * Porter * Taxi Driver * Restaurant employee * JFPM employee * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 1. **Do you think that buyers make the best possible decision from an economic point of view, (rational) *only caring about profit*?**  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | Strongly Disagree | 1 | 2 | 3 | 4 | 5 | Strongly  Agree | |
| 1. **Do you think buyers have all the necessary information required to buy at the best possible price?**  * Yes * No * Maybe * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   *Please elaborate on your answer*  *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| **Age**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | |  |  |  |  |  |  |   **Gender**   |  |  |  |  | | --- | --- | --- | --- | | Female |  | Male |  | |
| **On which days of the week do you visit the market?**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Mon | Tues | Wed | Thu | Fri | Sat |   **Which day of the week is busiest at the market?**   |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Mon | Tues | Wed | Thu | Fri | Sat |   **What time do you generally arrive at the market?**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | 1. **Do you think buyers have a strategy for making purchases?**  * Yes * No * I don’t know * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |
| 1. **Do buyers generally shop around for suitable prices?**  * Yes * No * Maybe   *If yes, please state which buyer is likely to shop around for a better price? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| **On average, how much time do you spent at the market?**  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** | 1. **Do you think a buyer’s decision to buy is related on the buyer’s previous experiences?**  * Yes * No * Maybe |
|  | 1. **Are there buyers who only, or primarily, purchase from a single market agent (favourite)?**  * Yes * No * It depends   *If yes, what percentage of buyers at the JFPM do so? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_* |
| 1. **The majority of buyers on the market floor are\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  * Retailer * Wholesaler * Hospitality * Exporter * Informal Trader * Household * Exporter * Other\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_   7.A. What are the main factors that buyers care about? Please fill in the matrix below.  Note: Multiple selections are allowed. Selections may overlap or be similar. For instance, a buyer can be an informal trader and an exporter at the same time.   |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | |  |  | **Social or Economic Forces** | | | | | | | | |  |  | **Price** | **Brand Loyalty** | **Quality of Produce** | **Market Agent patronage** | **Trust** | **Availability Seasonality** | **Service** | **Cultivar** | | **Buyer Category** | **Retailer** |  |  |  |  |  |  |  |  | | **Wholesaler** |  |  |  |  |  |  |  |  | | **Hospitality** |  |  |  |  |  |  |  |  | | **Informal Trader** |  |  |  |  |  |  |  |  | | **Household** |  |  |  |  |  |  |  |  | | **Export** |  |  |  |  |  |  |  |  | | **General** |  |  |  |  |  |  |  |  | |  | **Other** |  |  |  |  |  |  |  |  | | |