

(3) APENDIX. QUESTIONS ADDRESSED TO CONSUMERS

This section is OPTIONAL.

In case there exist previously conducted studies that can answer the following questions, please attach copy if possible. if this study is available on the Internet, please send the corresponding web page address.

The questions should be answered by a sample of 100 individuals for each selected market.

The questions relate to the act of purchase and, therefore, must be addressed to consumers.

Explore whether there are opinion studies for the valuation of the market in your area. (If yes, please attach the studies).

1. Purchase characteristics:

Who is responsible for purchasing? Sex: Man Female Age:

Do You buy products in the shops that surround the market? Yes No

Do you shop alone? Acompanied?

Do You generally let you ask advise to the vendor? Si No

2. Purchase frequency (One choice answer):

Daily Twice a week or more Once a week Once in a month Specific purchase

3. Purchase Volume:

What's the volume of your purchasae referring to the frequency of purchasing you answered previously?€

4. Purchase types:

What kind of products doyou buy? (list of products)
.....

5. Displacement:

Do You live in the neighbornhood? Yes No

How do You reach the market: Walking Car Motorcycle Bicycle Metro
Train Other

How long takes your journey to the market? (time).....

Do You have any difficulties to get to the market? Why?

6. Market Valutation:

- Why do You buy in the market? (Answer spontaneously)
.....
- What do You like in the market and what not? (Answer spontaneously)
- Is there something You would change i the market? (Answer spontaneously)
- Are You satisfied with the market's offer? Yes No
- Order from most to least important the following concepts in relation to markets (1 most to 17 least important):

Origin Quality Proximity Price Seasonality Aspect Customer service Freshness
Don't have to stand in line Trust Convenience / confort Habits Information Availability
 Choice Product conditions Hygiene

7. Services:

- Have You purchase something in the supermarket? (in case the market has one) Yes No
- Are You informed or receive information about the market's activities? Yes No
- If yes, are you taking part in any? Yes No
- In which one?
- Do You think there is a lack in the activities organization?
.....
- Do You believe that the market plays an important role in promoting practices of environment respect? Yes No
- Do You believe that the market respects them as well? Yes No

8. Local products availability:

- What do you think of local products in the market?
.....
- Do You find them easily or consider them as easily recognizable? Yes No
- Do You buy local products? Yes No
- Which ones ?.....

9. Opening time:

- Do You consider the market's opening time adequate? Yes No
- If not, can You explain why?