

Appendix

Questionnaires

**URBAL – WP2
INNOVATIONS IN CONSUMERS’ PRACTICES**

QUESTIONNAIRES FOR INTERVIEWING FOOD ONLINE CONSUMER

Interviewer :.....

Place to do interview :.....

Date :.....

I. General information

Full name:.....

Gender: Age:.....

Home address:.....

Education level:

- Primary school High school University, College
- Graduate Other:.....

Occupation:.....

Size of the household (number of persons sharing meals every day in the house):.....

II. Buying food online

1. When did you start buying food online?

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2. Why did you start buying food online? How did you get this habit?

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3. Did somebody influence you? If yes, who?

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4. How do you know about buying food online?:

- Friend advise
- Search web by yourself
- Through advertising pages
- Other. Detailed:.....

5. What websites/channels you often buy food online and what products you buy?

No.	Name of websites/channels	Products	Frequency of purchase: 1. Usually 2. Sometime 3. Rarely 4. Only once time
1			
2			
3			
4			
5			

6. In addition to buying food online, where do you usually buy food (you can choose multiple answers, numbering from 1 to end according to how often you buy)?

- Traditional market
- Supermarket
- Convenience shop
- Safe food shops
- Other. Detailed:.....

7. Please let us know your opinion about the products which you bought online?

+ ***Quality of the products***

- Very good Good Normal Not good Very bad

+ ***Safety of products:***

- Very assured Peace of mind Normal No peace of mind Very worried

+ ***Variety of products:***

- Very diverse Diverse Normal Not diverse Very poor

+ ***The origin of the product:***

- Very clear Clear Normal Not clear Not reliable

General assessment of the products which you bought online:

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8. Are you globally satisfied with buying food online?

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9. Do you keep on buying some food “offline”? If so, which kind of food?

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10. Why are there some foodstuffs that you buy online and others that you buy “offline”?

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11. What are the main differences between **buying** food online and buying food “offline”?

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12. What are the main differences between **the products** that you buy online and the ones that you buy “offline” (example: variety of products, product quality, product price, quantity of information available, product safety, etc.)?

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13. Which food do you trust the most, the one that you buy online or offline?

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III. Impact of the food online selling

1. What do you think are the **positive impacts** of buying food online?

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2. What do you think are the **negative impacts** from buying food online?

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3. Do you think that buying food online can bring **positive changes** in the food and agriculture sector, or even within the society at large? Can it improve something in the food sector, for the country and for the people?

For example, do you think that selling food online can:

- improve the general quality of the food eaten?
- make the access to safe food easier?
- bring more diverse food to consumers?
- bring better price for consumers?
- bring more revenue to producers?
- bring more jobs in the rural areas?
- connect marginal producers to the market?
- support the production of "traditional" food?
- connect better producers and consumers?- avoid food losses?
- foster better and cleaner food production practices?
- bring more information to consumers about the methods of production?
- etc.

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4. In your opinion, online selling is the **most relevant/impact/effected to** which dimensions in 6 dimensions of sustainability? Please refer to the sustainability dimensions below in Figure 1. **Feel free to add any dimension if necessary.**

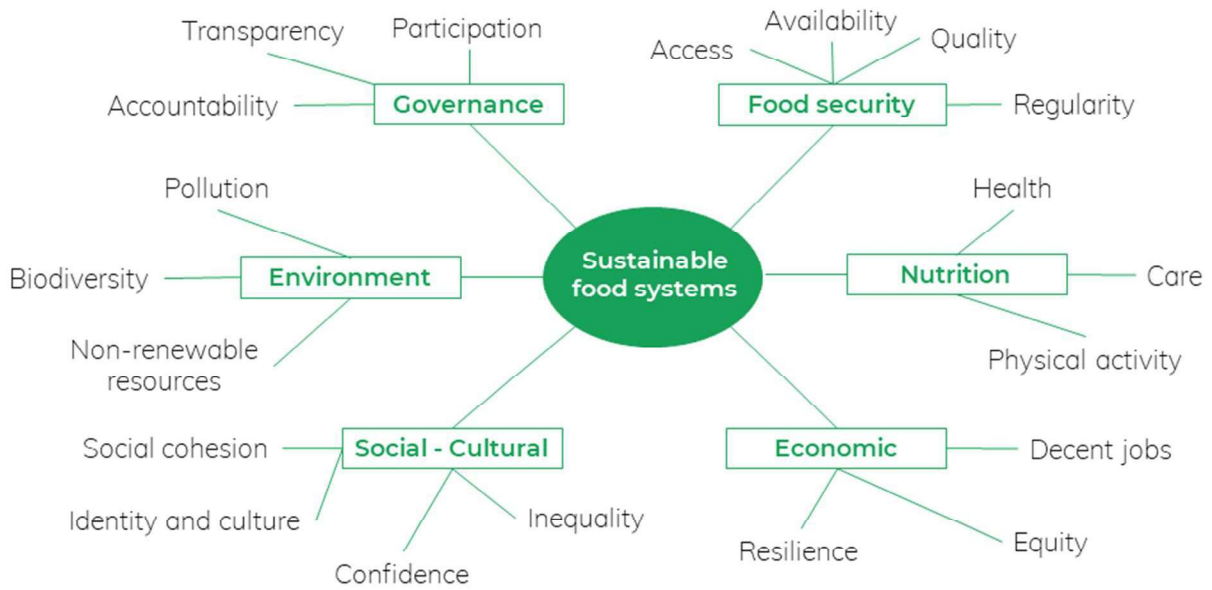


Figure 1 – Possible sustainability dimensions of food systems

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IV. Next step

1. Do you think online selling will be a main distribution channel of food in the future in Hanoi in particularly and in Vietnam in general?

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2. Do you think that this model can expand in the future?

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3. What kind of support does it need to expand (Government, Private company...)

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Sincerely thank you!

URBAL – WP2
INNOVATIONS IN CONSUMERS' PRACTICES

QUESTIONNAIRES FOR INTERVIEWING FOOD ONLINE SELLERS

Interviewer :.....

Place to do interview :.....

Date :.....

II. General information

Full name:.....Age :.....Gender: Male/Female

Occupation:

Organization:.....

Position:.....

Address:.....

Education level:

- Primary school High school University, College
 Graduate Other:.....

1. When did you start your business?.....

II. Introduction to online business

1. Please describe your online business:

+ **Organizational form?**

- Specializing in online sales
 Do other jobs and combine online sales
 Combine offline and online sales
 Other. Detail:

+ *Did you start a company or do you operate your business on your name?*

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+ *Do you only buy and sell, or do you transform some products yourself?*

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+ *Number of members participating in business*.....

+ *How to divide work:*.....

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+ *Position and role of members?*

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+ *Where are you based?*

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+ *Scope of operation?*

- Only in Hanoi
- Other provinces, including Hanoi.

Detailed :

+ *Business strategy?*

Food business only

Other commodities, besides food

Other. Detail :

+ *Idea for bussiness:*

Why did you decide to start selling products online? How did you come up with this idea?

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Were you inspired or influenced by other people or existing businesses?

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Do you think that it is better to sell online rather than offline?

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If so, why? What is the main advantage of online selling?

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How much online business contributes to your household income?

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III. The relationship between supplier and customer - apply for online sales

1. Who are your customers?

Officer (accounts for about%)

Businessman (accounts for about%)

Detail:.....

Student (accounts for about%)

Old people / retired people (accounts for about%)

Household (accounts for about%)

Other (accounts for about%)

Detail:.....

+ Who is your main target customer group?

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+ Currently, how many loyal customers – (who often buy products from you) do you have?

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2. Would you please describe how you and your customers trade?

+ ***What is the tool used?***

Facebook

Zalo

Viber

Other. Detail :.....

+ ***How do you post the information about the offer?***

Article in word form (text)

Make video

Post images

Other. Detail:.....

+ ***How do you reach out to your consumers?*** (by posting notifications online, by selling emails, by calling them by phone, etc.)

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+ **How do customers order?**

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+ **Form of product delivery?**

- Self-delivered
- Hire people to deliver
- Other. Detail:.....

+ **Payments?**

- Pay in advance via bank account
- Payment on delivery
- Payment in instalments. Detail:.....
- Other. Detail:.....

IV. Products

1. Description of the products that you are doing online business mainly :

No.	Product name	Source (place, producer)	Estimated quantity sold	Description of the product
1				
2				
3				

4				
5				

2. How do you decide about the kind of products that you sell online?

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3. How do you select the specific products?

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4. What are the criteria that are the most important for you when you select a specific product? (for example: taste, appearance, price, healthiness, geographical origin, methods of production/transformation, reputation of the producer/transformer, quantity of information available about the product, etc.)

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5. What quality standards do you apply to your products?

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6. How do you control product quality?

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7. Do you think that the product quality as it is now meets your customer requirements?

Yes No

If not, what are your solutions?

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8. How do you know about your customers' needs and requirements with your products?

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9. Why do you think that consumers buy products from you? What is typical in your products that consumers like?

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10. According to your assessment, do customers' needs and requirements change over time?

Yes No

If so, how does that trend change?

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Why does it change?

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V. Impact of the food online selling

1. According to you, what is the biggest difficulty in online business and how do you overcome it?

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2. In addition to selling online, do you sell off-line?

Yes

No

3. If yes, what are the main differences with online business compared to offline business?

Criteria	Sell off-line	Sell on-line
Customer		
Business time		
Product		
Delivery		

Payment		
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.....		
.....		
Advantages		
Disadvantages		

4. Do you think that online selling is only for specific products, or can it be for any kind of products? According to you, what kind of specific products could be sold mainly online?

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5. According to you, what changes can this model bring to the food business?

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6. Do you think that this model can bring positive changes in the food and agriculture sector, or even within the society at large? Can it improve something in the food sector, for the country and for the people?

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7. What do you think are the potential positive and negative consequences of online business on the food and agriculture sector?

(For example, do you think that selling food online can:

- *improve the general quality of the food eaten?*
- *make the access to safe food easier?*
- *bring more diverse food to consumers?*
- *bring better price for consumers?*
- *bring more revenue to producers?*
- *bring more jobs in the rural areas?*
- *connect marginal producers to the market?*
- *support the production of "traditional" food?*
- *connect better producers and consumers?- avoid food losses?*
- *foster better and cleaner food production practices?*
- *bring more information to consumers about the methods of production?*
- *...)*

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8. In your opinion, what are the main dimensions of sustainability that are impacted/affected by online selling? Please refer to the sustainability dimensions below in Figure 1. **Feel free to add any dimension if necessary.**

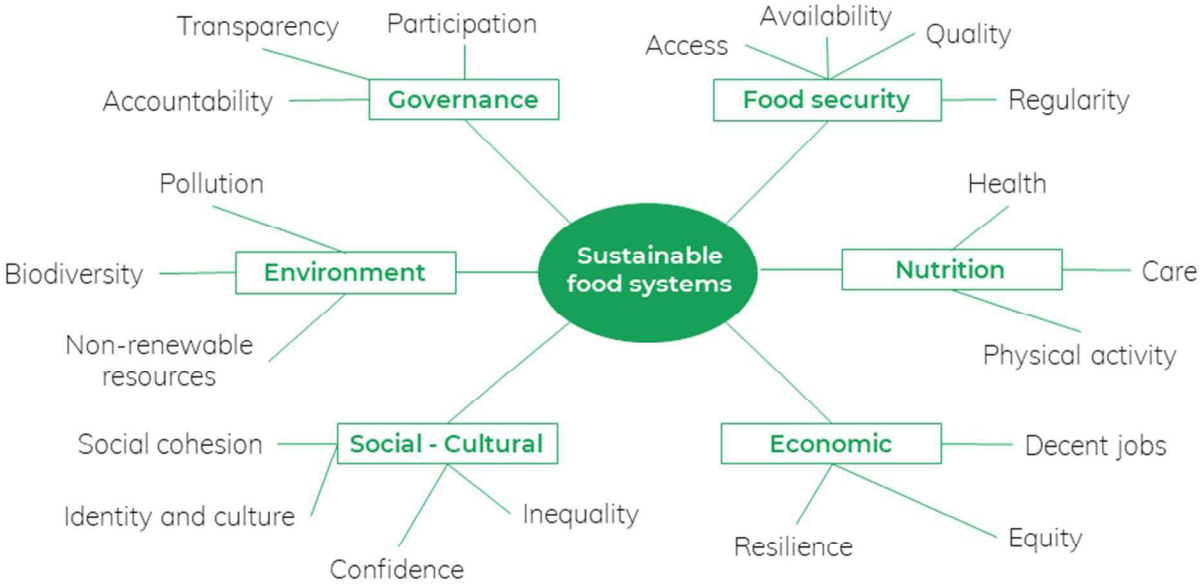


Figure 2 – Possible sustainability dimensions of food systems

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VI. Next step

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