

LABELLING

- 1.a. Do you consider labelling when selling a product? *(a. yes; b. no;)*
- 1.b. What do you highlight when you create label content? *(a. its composition; b. producer's name c. country/region of origin; d. consumers' health information)*
- 1.c. Do you only use raw material and/or goods produced in Italy?
(a. yes; b. no; c. no,)

LOCAL PRODUCTS

- 2.a. How much are you interested in selling local products? *(a. yes; b. no; c. a little)*
- 2.b. what do you mean by local product?
(a. produced in the same town of residence; b. produced in the same province; c. produced in the same region)
- 2.c. Do you know the difference between local product, typical product and local typical product?
(a. yes; b. no; c. not really well)
- 2.d. Do you think it would help you selling more to let people know that you sell a local product protected by a protection trademark such as IGT, DOP, STG, etc.? *(a. yes; b. no; c. only a little)*

ORGANIC PRODUCTS

- 3.a. Do you sell organic products? *(a. yes often; b. no; c. only rarely;)*
- 3.b. What do you mean by organic?
(a. it's synonymous with healthy; b. it's certainly a certified product; c. it respects the environment; d. I don't know)

PRICE

- 4.a. How do you think price can influence the choice of the product to be sold?
(a. it's the most important aspect; b. it's not really important; c. depends on the product d. it is related to quality)
- 4.b. For what products would you be willing to ask for a higher price for a higher quality?
(a. food; b. clothing; c. furniture; d. other)
- 4.c. Would you be willing to join other sellers to widen your selling output especially through the wider range of products on offer?
(a. yes; b. no; c. no, I prefer to manage that directly; d. there should be some other reason)
- 4.d. Do you know the existence of solidarity buying groups?
(a. yes; b. no;)

PACKAGING

- 5.a. Do you consider packaging when you want to sell a product?
(a. a lot; b. it makes no difference; c. only if it enhances content)
- 5.b. Are you careful on what it is said in the label or packaging?
(a. a lot; b. very little; c. not at all)
- 5.c. How often do you think it is useful to modify packaging?
(a. very often; b. very rarely; c. only if sales drop)
- 5.d. why? Because.....

WHERE TO SELL

- 6.a. How do you sell your products?
(a. only in the town shops; b. I sell on-line; c. in supermarkets and shopping malls; d. in local markets; e. in different ways)
- 6.a.1. What do you sell at the local market which you wouldn't sell at the supermarket or shopping mall?
(a. only fresh products; b. everything; only local products)
- 6.a.2. How do you gather information about the local markets and fairs in the province or region *(a. by word of mouth; b. on internet; c. on the local press)*
- 6.b. Do you sell to hard discounts? *a. yes b. no*
- 6.c. (if yes *a. I can sell larger quantities; b. I can sell to a larger audience; c. other)*
- 6.d. Do you sell recycled products?
(a. si; b. no; c. sometimes)

ADVERTISING

7. How much do you think advertising conditions buyers' attitudes? *(a. much; b. not at all; c. a little)*
- 7.a. Do you have doubts about selling products which are not advertised? *(a. yes; b. not at all; c. a little)*
- 7.b. How much do you feel conditioned by the possibility of NOT selling products of a famous brand ?
(a. a lot; b. not at all; c. a little)

SUSTAINABILITY AND SOCIAL RESPONSIBILITY

- 8.a. What do you mean by sustainability and social responsibility? Do you find it useful and/or does it influence you to let people know that a certain product or its raw material comes from companies operating in countries where there are general good working conditions (child labour protection, respect for working rights, respect for women's working conditions etc.?)
a. yes, because..... b. no, because.....
- 8.b. Do you find it useful and/or does it influence you to let people know that a certain product or its raw material comes from companies investing in the protection of the environment
a. yes, because..... b. no, because.....