



# GTE PROJECT: MARKET SURVEY FOR SELLERS

Domande Risposte 13

## 13 risposte



Le risposte non sono più accettate



### Messaggio per gli intervistati

Questo modulo non accetta più risposte

Riepilogo

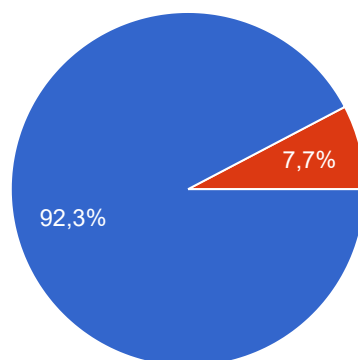
Domanda

Individuali

## 1) LABELLING

1.a. Do you consider labelling when selling a product?

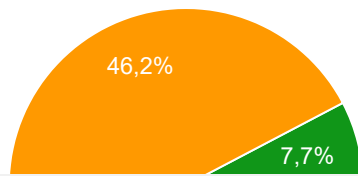
13 risposte



- a. yes;
- b. no;

1.b. What do you highlight when you create label content?

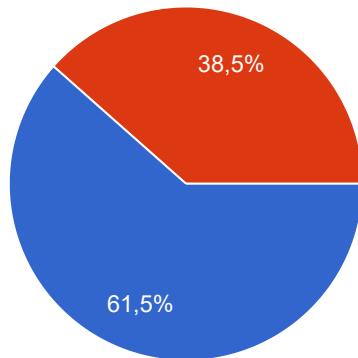
13 risposte



- 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?

13 risposte

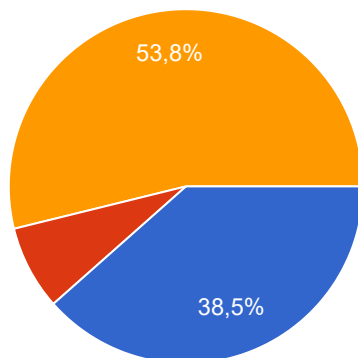


- a. yes;
- b. no;

## 2) LOCAL PRODUCTS

2.a. How much are you interested in selling local products?

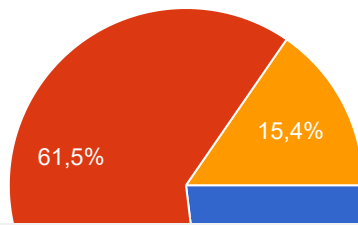
13 risposte



- a. yes;
- b. no;
- c. a little;

2.b. what do you mean by local product?

13 risposte

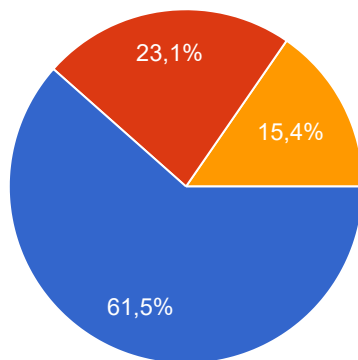


- a. produced in the same town of residence;
- b. produced in the same province;
- c. produced in the same region;

## DEFINIZIONE PRODOTTO LOCALE: prodotto in un determinato territorio

2.c. Do you know the difference between local product, typical product and local typical product?

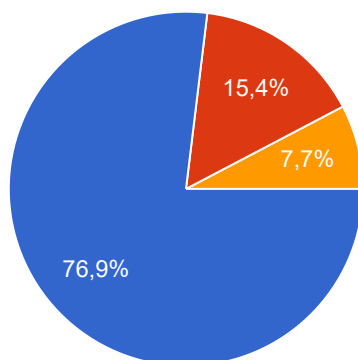
13 risposte



- 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.?

13 risposte

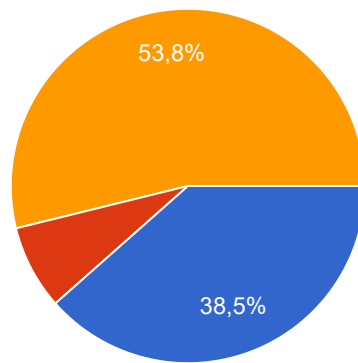


- a. yes;
- b. no;
- c. only a little;

## 3) ORGANIC PRODUCTS

### 3.a. Do you sell organic products?

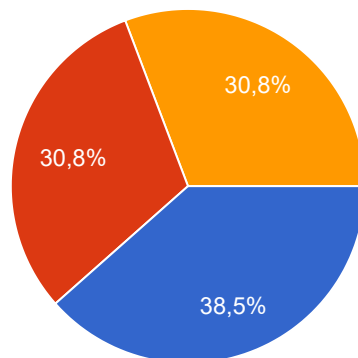
13 risposte



- a. yes often;
- b. no;
- c. only rarely

### 3.b. What do you mean by organic?

13 risposte

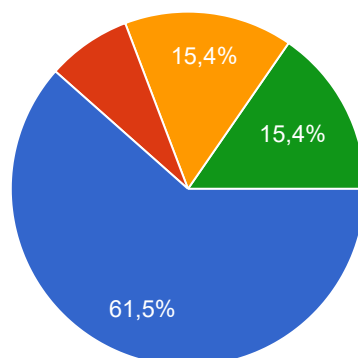


- a. it's synonymous with healthy product;
- b. it is certainly a certified product;
- c. it's a product which respects the environment;
- d. I don't know;

## 4) PRICE

### 4.a. How do you think price can influence the choice of the product to be sold?

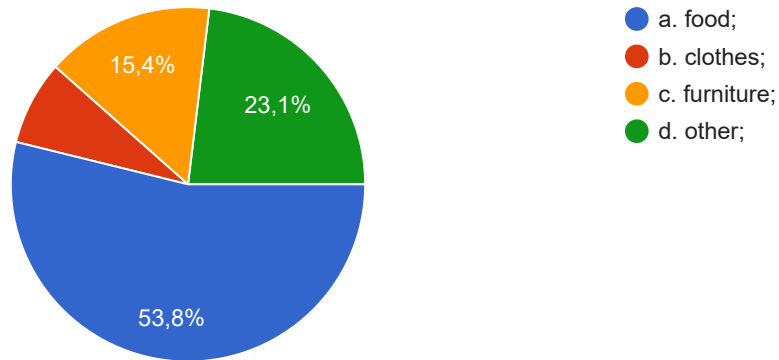
13 risposte



- a. it's the most important aspect;
- b. it's not really important;
- c. it depends on the product;
- d. it is related to quality;

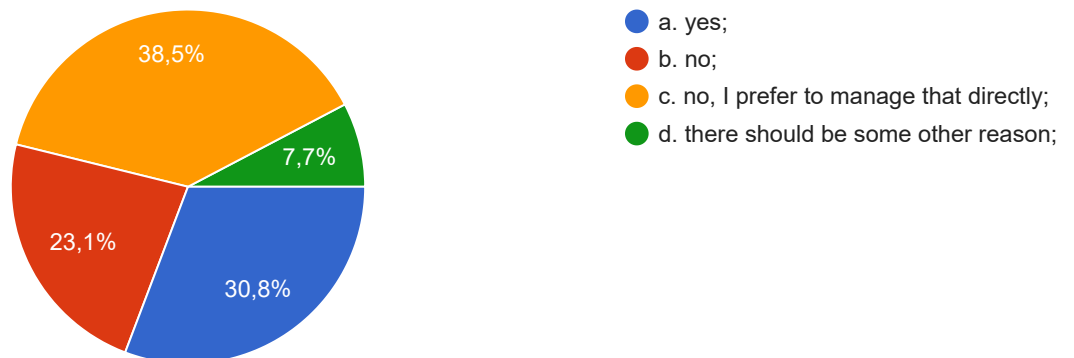
#### 4.b. For what products are you willing to ask for a higher price for a higher quality?

13 risposte



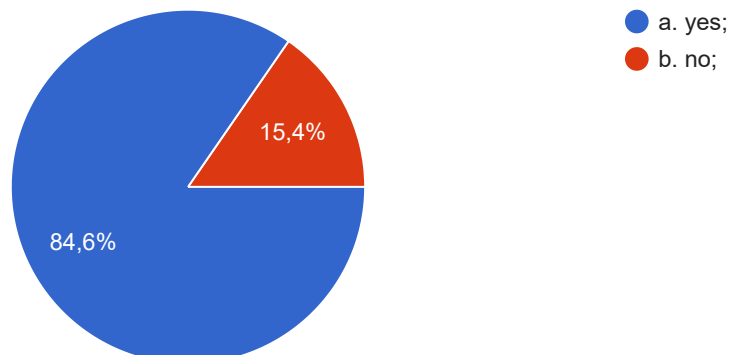
#### 4.c. Would you be willing to join other sellers to widen your selling output especially through the wider range of products on offer?

13 risposte



#### 4.d. Do you know the existence of solidarity buying groups?

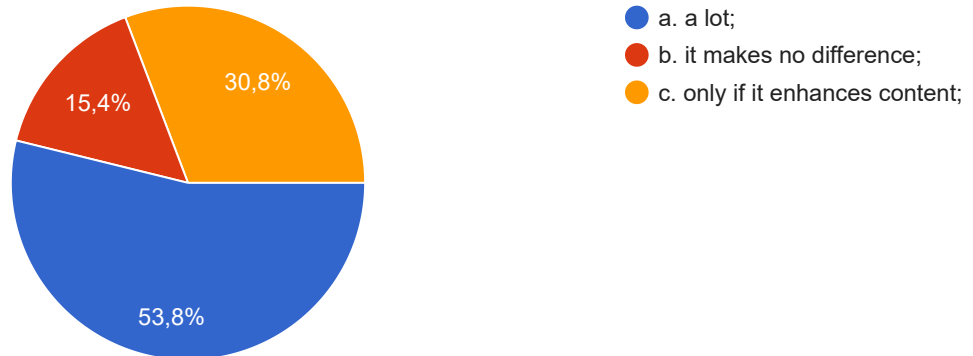
13 risposte



## 5) PACKAGING

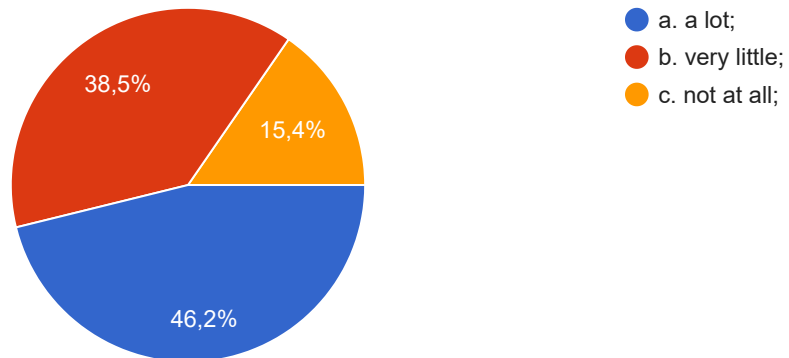
### 5.a. Do you consider packaging when you want to sell a product?

13 risposte



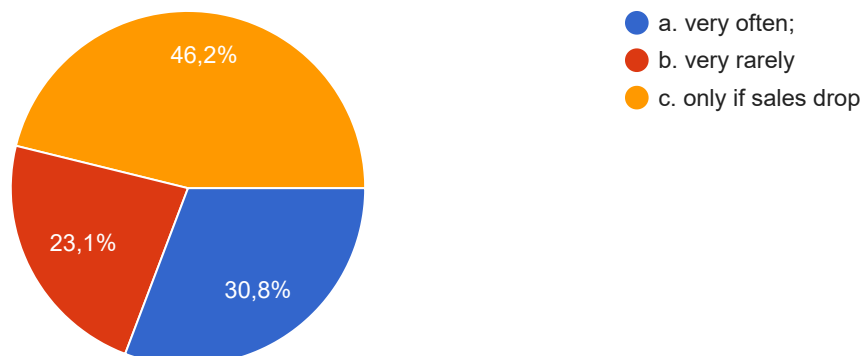
### 5.b. Are you careful on what it is said in the label or packaging?

13 risposte



### 5.c. How often do you think it is useful to modify packaging?

13 risposte



## 6) WHERE TO SELL

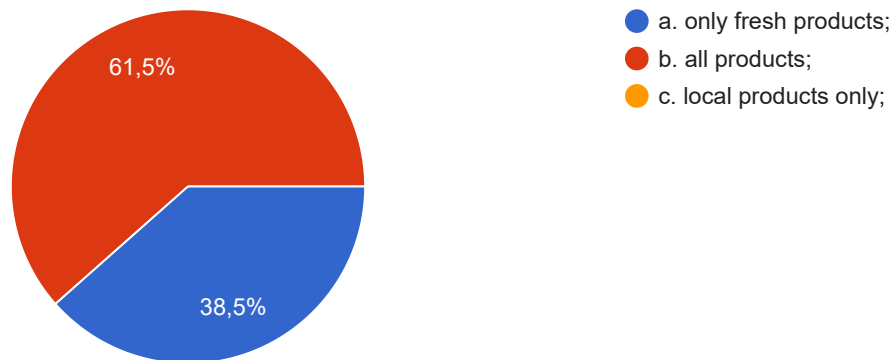
### 6.a. How do you sell your products?

13 risposte



### 6.a.1. What do you sell at the local market which you wouldn't sell at the supermarket or shopping mall?

13 risposte



### 6.a.2. How do you gather information about the local markets and fairs in the province or region ?

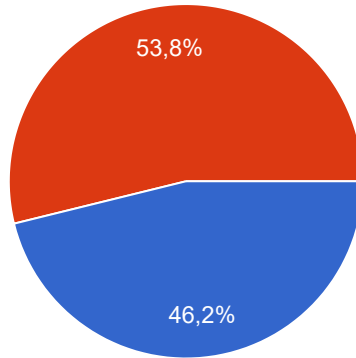
13 risposte



- a. by word of mouth;
- b. on internet;

### 6.b. Do you sell to hard discounts?

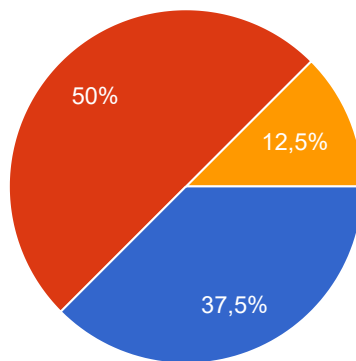
13 risposte



- a. yes;
- b. no;

### 6.b.1. (if yes why )

8 risposte



- a. I can sell larger quantities;
- b. I can sell to a larger audience;
- c. other;

### 6.c. Do you sell recycled products?

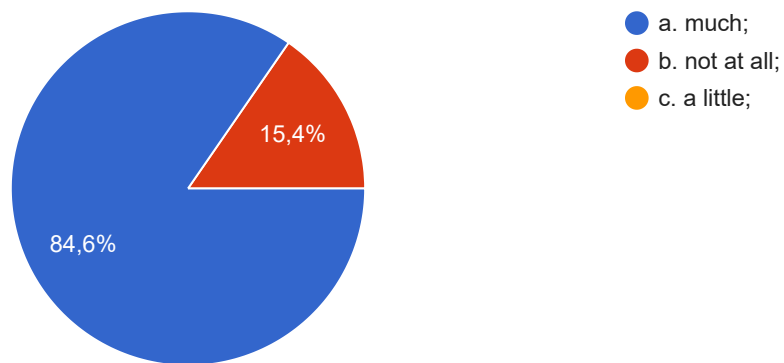
13 risposte



## ADVERTISING

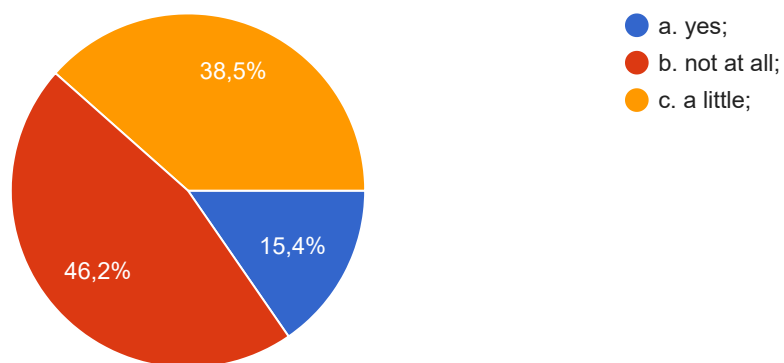
7.a. How much do you think advertising conditions buyers' attitudes?

13 risposte



7.b. Do you have doubts about selling products which are not advertised?

13 risposte



7.c. How much do you feel conditioned by the possibility of NOT selling products of a famous brand ?

13 risposte

- a. very much;
- b. a little;
- c. not at all;

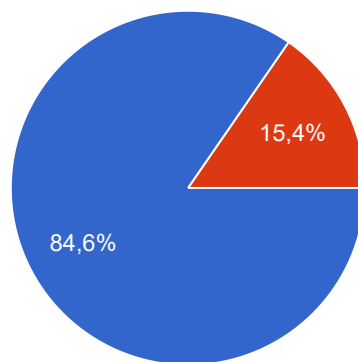


## 8) SUSTAINABILITY AND SOCIAL RESPONSIBILITY

### 8.a. What do you mean by sustainability and social responsibility?

13 risposte

- a. yes because.....
- b. no because...



#### 8.a.1. Yes, because

6 risposte

they don't have impact on the environment

I'm sell fruit so I buy biologic products

It's ethically right

it makes me feel better

I feel I've done the good thing

I share the responsibility

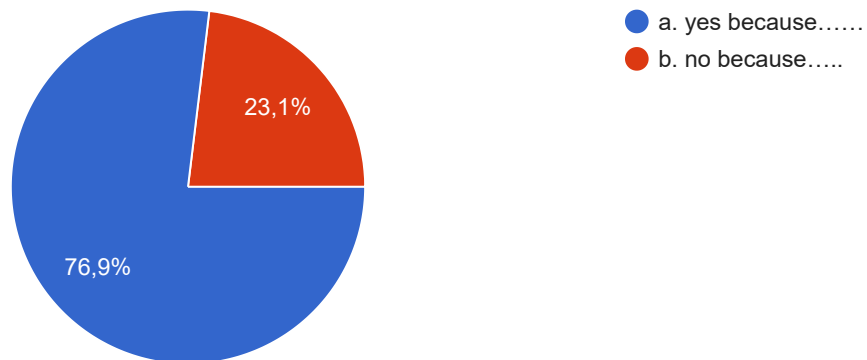
#### 8.a.2. No, because

0 risposte

Ancora nessuna risposta a questa domanda.

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

13 risposte



8.b.1 Yes, because

5 risposte

they don't have impact on the environment

It's ethically right

I want to help protect the environment

I hope to help protect the environment

I want to protect the environment

8.b.2 No, because

0 risposte

Ancora nessuna risposta a questa domanda.