

In-Depth Interview Guide: Manufacturers

I. Introduction, Informed Consent and Voluntary Participation

Thank you for agreeing to talk to us. We are very interested to hear your valuable opinions on the manufacturing and marketing process for the product categories that your firm manufactures.

- ♦ Good.....! I am <NAME OF THE MODERATOR> and I represent <NAME OF THE ORGANIZATION>. This is my colleague <NAME OF NOTE TAKER> who's going to help me by taking notes on our discussions today. Our organization works for strengthening consumer voice by way of generating awareness and by working with the stakeholders to promote development of consumer friendly products and policies.
- ♦ The purpose of this study is to understand key factors that you consider when manufacturing and marketing the product categories that your firm sells. The information you provide will help us to develop advocacy programmes for manufacturers like you, and will help us to work with the consumers and policy makers to promote consumer friendly products and policies.
- ♦ The information you provide us will be treated as completely confidential. No names will be associated with anything that gets discussed today. We will only use the information gathered through this discussion for learning about the manufacture and marketing process.
- ♦ We would like to tape the discussion so that we can make sure to capture the thoughts, opinions, and ideas we hear from you. As explained, no names will be attached to the discussion and the tapes/recordings will be used only for analysis when we go back and want to remember about what we learn from you.
- ♦ You may refuse to answer any question or withdraw from the discussion at anytime.
- ♦ If you have any questions now or after you have completed the discussion, you can always contact a study team member like me, or you can call <INSERT PROJECT DIRECTOR'S NAME> on <INSERT MOBILE NUMBER> if you have any further questions related to this research.
- ♦ Please complete the page given to you and sign below to show you agree to participate in this discussion.

II. Discussions:

1. Product Categories Manufactured

To begin with tell me a little about the product categories your firm manufactures.

- a. How did you choose these product categories?
- b. Which manufacturing technology you use? How did you acquire this technology?
- c. How often do you update the manufacturing/production technology?
- d. What are your key considerations when updating the manufacturing/production technology?
- e. Who are your major competitors? How do their products compare with yours? What makes you say so? How do your product sales compare with those of your competitors?

2. Safe Products for Consumers:
 - a. How safe are your products from the viewpoint of consumers? Please tell in detail about the ingredients you use, technology you use, packaging you use and the effect that your products have on consumer health and well-being?
 - b. How eco-friendly are your products from the viewpoint of environment? Please tell in detail about the ingredients you use, technology you use, packaging you use and the effect that your products have on our environment?
 - c. How socially fair/beneficial/positive are your products from the viewpoint of your supply chain? Please tell in detail any labour or social empowerment programmes or checks and balances you undertake?
 - d. Do consumers see “safety” as a benefit of the products that use safer ingredients, packaging and manufacturing technology that ensures safer and environmentally friendly ingredients and processes?
 - e. Do you advertise “safety” as a benefit of your products for your consumers? Do you advertise “sustainable/environmentally/eco-friendly etc.” as a benefit of your products? Why? Why not?
 - f. Does it cost you extra to use safer and eco-friendly ingredients? Does it cost you extra to use different technology/processes to manufacture and package safer products for consumers? Are your consumers willing to pay extra for safer and sustainable/eco-friendly products?
 - g. What challenges do you face in ensuring safer and sustainable products for consumers?
3. Policy, legislation and regulatory for safer and environment friendly products:
 - a. What regulations exist to ensure that the products you manufacture and market are safe and sustainable?
 - b. How easy or difficult are to follow these regulations? Which of these are difficult or challenging for you to follow? Why? How about other manufacturers – do they follow?
 - c. How is the implementation of these regulations by the authorities? PROBE FOR ANY INSTANCES OF HARASSMENT, CORRUPTION AND HOW THEY DEAL WITH SUCH INSTANCES.
 - d. Have you obtained any certification/accreditation/star labeling to differentiate your products as safer and/or environment friendly? What motivated you to obtain these? If not, why not?
 - e. Have you faced any consumer complaints against safety/environment friendliness of your products? Can you tell us what the complaint was? How did you address or resolve it?
 - f. What do you think about consumers’ right to demand safe and environment friendly products from manufacturers? Why do you think the manufacturers can or cannot produce safe and environment friendly products for consumers?
 - g. Do you have any suggestions for the government to encourage manufacture of safe and environment friendly products?
 - h. Any other important issue related to this that you would like to share with us.

Thank you so much for sharing your thoughts and opinions with us.