

## In-Depth Interview Guide: Distributors/Retailers

### 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 product categories that you distribute/sell to consumers.

- ♦ 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 selling the product categories that you sell. The information you provide will help us to develop advocacy programmes for manufacturers, distributors & retailers, 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 Sold

To begin with tell me a little about the product categories you sell.

- a. Which product categories do you sell? What is your area of operations? Who are your consumers?
- b. What are your terms for selling the product to your consumers? Do you offer them any benefits like credit? How much credit? Any other benefits?
- c. Who manufactures these products? How did you choose their products for distributing/selling?
- d. Did you consider products manufactured by other manufacturers? Why did you not choose their products?
- e. What are your key considerations when choosing products to distribute/retail?

2. Safe Products for Consumers:
  - a. How safe are the products you sell from the viewpoint of consumers? On what basis do you say that?
  - b. How 'sustainable' (eco-friendly and/or socially positive/fair e.g. fair or enhanced labour conditions) are the products you sell? On what basis do you say that?
  - c. Do consumers see "safety" as a benefit of the products that use safer ingredients, packaging and manufacturing technology that ensures safer and sustainable products?
  - d. Do you tell consumers about "safety" as a benefit of the products you sell? Do you tell them about the sustainability of the products you sell? Why? Why not?
  - e. Are your consumers willing to pay extra for safer and sustainable products?
  - f. 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 sell 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 distributors/retailers – do they follow these rules/law?
  - 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 faced any consumer complaints against safety/environment friendliness of the products you sell? Can you tell us what the complaint was? How did you address or resolve it?
  - e. What do you think about consumers' right to demand safe and environment friendly products from sellers? Why do you think the sellers can or cannot sell safe and environment friendly products to the consumers?
  - f. Do you have any suggestions for the government to encourage marketing of safe and environment friendly products?
  - g. 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.