Group: ❑ Doer ❑ Non-Doer

**Barrier Analysis Questionnaire:**

**Market Assessment**

**for use with farmers**

**Behavior Statement**

Targeted farmers sell their produce to the buyer/market offering the highest price after comparing sale prices.

**Demographic Data**

Interviewer’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Questionnaire No.: \_\_\_\_\_Date: \_\_\_/\_\_\_/\_\_\_

Community: \_\_\_\_\_\_\_\_\_\_\_\_\_

Scripted Introduction:

Hi, my name is\_\_\_\_\_\_\_\_\_; and I am part of a study team looking into things farmers do to improve the price they get when selling their produce. The study includes a discussion of this issue and will take about 20 minutes. I would like to hear your views on this topic. You are not obliged to participate in the study and no services will be withheld if you decide not to. Likewise, if you chose to be interviewed you will not receive any gifts, special services or remuneration. Everything we discuss will be held in strict confidence and will not be shared with anyone else.

Would you like to participate in the study? [ If not, thank them for their time.]

**Section A - Doer/Non-doer Screening Questions**

1. What is your primary occupation?

❑ a. farmer

❑ b. other than farmer 🡪 *End interview and look for another respondent*

❑ c. Don’t Know / Won’t say 🡪 *End interview and look for another respondent*

After the last harvest, where did you sell most of your crop? [local market, local buyer, cooperative, etc.]

2. Before you took your crop to [insert place/person they mentioned selling their crop to] \_\_\_\_\_\_\_\_\_ to sell, did you consider selling your crops somewhere else/other places?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

3. Before you took your crop to [insert place/person they mentioned selling their crop to] \_\_\_\_\_\_\_\_\_ to sell, did you check on the prices that were being offered at different places/markets/buyers?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

4. After you checked the prices being offered at the different places/markets/buyers, did you finally sell your produce to the buyer offering the highest price?

❑ a. Yes

❑ b. No 🡪 Mark as Non-doer

❑ c. Doesn’t know/Won’t say 🡪 *End interview and look for another respondent*

***DOER /NON-DOER CLASSIFICATION TABLE***

|  |  |  |
| --- | --- | --- |
| **DOER**  (all of the following) | **Non-Doer**  (any ONE of the following) | **Do Not Interview**  (any ONE of the following) |
| Question 1 = A |  | Question 1 = B or C |
| Question 2 = A | Question 2 = B | Question 2 = C |
| Question 3 = A | Question 3 = B | Question 3 = C |
| Question 4 = A | Question 4 = B | Question 4 = C |

Group: ❑ Doer ❑ Non-doer

**Section B – Research Questions**

*(Perceived Self-efficacy)*

1. **Doers and Non-doers:** With your present knowledge, money, and skills do you think that you could compare prices at different markets and then sell your grain to the buyer/market offering the highest price.

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know

*(Perceived Self-efficacy)*

**2a. *Doers***: What makes it ***easier*** for you to compare prices at different markets and then sell your grain to the buyer/market offering the highest price?

**2b.** ***Non-doers***: What would make it ***easier*** for you to compare prices at different markets and then sell your grain to the buyer/market offering the highest price?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Self-efficacy)*

**3a. *Doers***: What makes it ***difficult*** for you to compare prices at different markets and then sell your grain to the buyer/market offering the highest price?

**3b.** ***Non-doers***: What would make it ***difficult*** for you to compare prices at different markets and then sell your grain to the buyer/market offering the highest price?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Positive Consequences)*

**4a.** ***Doers:*** What are the ***advantages*** of comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

**4b. *Non-doers:*** What would be the ***advantages*** of comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Negative Consequences)*

**5a.** ***Doers:*** What are the ***disadvantages*** of comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

**5b. *Non-doers:*** What would be the ***disadvantages*** of comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

***(Write all responses below. Probe with “What else?”)***

*(Perceived Social Norms )*

**6a. *Doers:*** Do most of the people that you know approve of you comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

**6b.** ***Non-doers***: Would most of the people that you know approve of you comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

❑ a. Yes

❑ b. Possibly

❑ c. No

❑ d. Don’t Know / Won’t say

*(Perceived Social Norms )*

**7a.** ***Doers:*** Who are the people that ***approve*** of you comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

**7b.** ***Non-doers:*** Who are the people that ***would approve*** of you comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Social Norms )*

**8a.** ***Doers:*** Who are the people that ***disapprove*** of you comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

**8b.** ***Non-doers:*** Who are the people that ***would disapprove*** of you comparing prices at different markets and then selling your grain to the buyer/market offering the highest price?

***(Write all responses below. Probe with “Who else?”)***

*(Perceived Access)*

**9a.** ***Doers:*** How difficult is it to get information about the prices being offered at different sale points and markets? Very difficult, somewhat difficult, not difficult at all

**9b. *Non-doers:*** How difficult would it be to get information about the prices being offered at different sale points and markets? Very difficult, somewhat difficult, not difficult at all

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Cues for Action / Reminders)*

**10a. *Doers:*** How difficult is it to remember to collect information about the prices being offered at different markets/sale points before deciding where to sell your crop? Very difficult, somewhat difficult, or not difficult at all?

**10b. *Non-doers:*** How difficult do you think it would be to remember to collect information about the prices being offered at different markets/sale points before deciding where to sell your crop? Very difficult, somewhat difficult, or not difficult at all?

❑ a. Very difficult

❑ b. Somewhat difficult

❑ c. Not difficult at all.

❑ d. Don’t Know / Won’t say

*(Perceived Susceptibility / Perceived Risk)*

**11.** ***Doers* *and Non-doers:*** How likely is it that you won’t get the best price for your crop? very likely, somewhat likely or not likely at all?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all

*(Perceived Severity)*

**12.** **Doers and Non-doers:** How serious would it be if you didn’t get the best price for your crop? very serious, somewhat serious, or not serious at all?

❑ a. Very serious

❑ b. Somewhat serious

❑ c. Not serious at all

❑ d. Don’t Know / Won’t say

*(Action Efficacy)*

**13. Doers and Non-doers** How likely is it that you would get the best price for your crop if you compared sale prices at various sale points/markets before you decided where to sell your crop? very likely, somewhat likely or not likely at all?

❑ a. Very likely

❑ b. Somewhat likely

❑ c. Not likely at all

*(Policy)*

**14. *Doers and Non-doers*:** Are there any community laws or rules in place that make it more likely that you would compare sale prices being offered at different markets/sale points before deciding where to sell your crop?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*(Culture)*

**15. Doers and Non-doers:** Are there any cultural rules or taboos against comparing sale prices being offered at different markets/sale points before deciding where to sell your crop?

❑ a. Yes

❑ b. No

❑ c. Don’t Know / Won’t say

*Now I am going to ask you a question totally unrelated to the topic we’ve been discussing.*

*(Question on Universal Motivators)*

**16. Doers and Non-doers:** What is the one thing you desire most in life?

***THANK THE RESPONDENT FOR HIS /HER TIME!***