Appendix: Question Wording

This Appendix presents exact question wording for questions about the three business practices analyzed in this paper.

Advertising

In the past 12 months, have you … (RECORD YES/NO RESPONSE FOR EACH)

Advertised in radio, newspapers, magazines, or TV?

Advertised on billboards?

Hung up signs?

Asked people for introductions to new customers?

Used word of mouth?

INTERVIEWER: IF NO TO BOTH ADVERTISING QUESTIONS, ASK NEXT QUESTION. ELSE, SKIP NEXT QUESTION.

Why don't you advertise?

Advertising is too expensive?

Advertising is too complicated or takes too much time?

Advertising wouldn't help business (you have enough customers without advertising)?

Advertising might led to more government attention (inspections, auditing)?

Other (specify)

Switching Suppliers

In the past 12 months, have you <u>changed</u>, or <u>thought about changing</u> any of your suppliers or brokers?

Yes (SKIP NEXT QUESTION)

No (CONTINUE TO NEXT QUESTION)

Why haven't you <u>changed</u>, or <u>thought about changing</u> any of your suppliers or brokers? Is it because …

Other suppliers or brokers are not available?

Other suppliers or brokers are too expensive?

Other suppliers' or brokers' quality is too poor?

You are required by law to buy from that supplier or broker?

It would take too long to find another supplier or broker?

It is too complicated to switch to another supplier or broker (need to buy new machines/software, would disrupt production or services, contracting is complicated)?

You are satisfied with the supplier or broker?

Other (specify)

Sharing Storage

Have you ever shared a storage facility with another business?

Yes (SKIP NEXT QUESTION)

No (CONTINUE TO NEXT QUESTION)

Why haven't you ever shared storage with another business? Is it because …

You had never thought of it?

You can't find businesses who want to share?

You don't trust other businesses?

The extra cost savings are not worth the effort?

Laws or regulations prohibit sharing?

Other (specify)