

Bamboo products survey

For questions with multiple answer options, please select only one answer. For questions where you can tick more than one box, this is mentioned explicitly. Please have a look at the leaflet and the product catalogue before filling out this survey.

You can tick the boxes that resemble your answer most precise. The survey will be anonymous and used for research purposes only.

1. How frequently do you purchase bamboo products?

- Never
- Once a year or less
- Once every six months
- Once a month or more often

2. Are you familiar with bamboo products from Houaphanh province?

- Yes, I am familiar with Houaphanh bamboo products
- No, I am not familiar with Houaphanh bamboo products (*skip question 3*)

3. Did you ever purchase Houaphanh bamboo products? If yes, can you elaborate to what extent you are satisfied about these products?

- No
- Yes, _____

4. To what extent are the following factors of importance to you when purchasing bamboo products?

	Very important	Somewhat important	Somewhat unimportant	Very unimportant
Product type	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product finishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product quality (durable)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bamboo specie used	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Product display	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* Room to elaborate: _____

5. Can you explain what benefits bamboo products provide you?



6. Do bamboo products have a symbolic value to you? If yes, can you explain in what manner?

- No
- Yes, _____

7. How important are each of the following factors to you in your decision to purchase bamboo products, relating to the story behind the product?

	Very important	Somewhat important	Somewhat unimportant	Very unimportant	I do not know what this is
Gender development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child rights (no child labor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fair Trade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ecological sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poverty reduction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location of origin (region)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I care about another category not mentioned here, namely: _____

* Room to elaborate: _____

8. Can you please rank the following weaving patterns:

(1 indicates the pattern you like most, 8 the pattern you like least. Number 1 to 8 can all be used only once)



Rank: _____



Rank: _____



Rank: _____



Rank: _____



Rank: _____



Rank: _____



Rank: _____



Rank: _____

* What is it exactly you like best about your number 1? _____



9. How do you consider the following bamboo product options:

	Very positive	Slightly positive	Slightly negative	Very negative	I do not know what this is
Personal text messages or images in bamboo weaving	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bamboo products combined with Lao silk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bamboo products combined with paper mulberry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bamboo product combined with Lao cotton	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bamboo product combined with Lao wood	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New weaving designs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of bright colors (no natural colors)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Any other product options you would be interested in: _____

10. What is your overall evaluation of the Houaphanh bamboo products, displayed in the catalogue?

- Very positive
- Slightly positive
- Slightly negative
- Very negative

* We would appreciate if you could give some further insights into the rating you provide for this question:

11. To what extent do you consider the Houaphanh bamboo products in the catalogue to be unique?

- Very unique
- Somewhat unique
- Somewhat standard
- Not unique at all

* Room to elaborate: _____

12. Is there anything that can be done to improve your opinion of Houaphanh bamboo products? If yes, can you give an example?

Yes, _____

No, because _____

13. Are there products in the folder you would be interested in to purchase? If yes, can you explain what it is that you like about this/these product(s)?

No, because _____

Yes, _____



14. Where/how do you use or plan to use bamboo products?

(For this question you can tick more than one box in case more options apply to you)

- Hotel and/or restaurant
 - Office space
 - At home
 - A gift to others
 - Other: _____
-
-

15. My sex is:

- Female
- Male

16. My nationality is:

17. My age is: _____ years

18. I live in (please enter country name):

19. What is your employment status?

- Employed full-time
- Employed part-time
- Self-employed
- Unemployed, looking for work
- Unemployed, not looking for work
- Volunteer
- Student
- Soldier
- Retired
- Medically incapable to work
- Other: _____

20. What is your highest level of completed education?

- none
- primary school
- secondary school
- Bachelor
- Master
- Higher than Master degree

21. What is your average monthly net income?

In Lao Kip (LAK)

- Less than 300,000
- Between 300,500 and 1,500,000
- Between 1,500,500 and 4,000,000
- Between 4,000,500 and 8,000,000
- Between 8,000,500 and 15,000,000
- More than 15,000,500

In US Dollar

- Less than \$37
- Between \$38 and \$187
- Between \$188 and \$499
- Between \$500 and \$999
- Between \$1000 and \$1872
- More than \$1873

In Euro

- Less than €26
- Between €27 and €131
- Between €132 and €350
- Between €351 and €700
- Between €701 and €1311
- More than €1312

22. Is there anything you would like to remark or add in relation to this survey, your preference for bamboo products or something else?

Thank you for participating!



Utrecht University

