

AWARENESS OF WHERE TO PURCHASE PRODUCT

Output indicator

Indicator Phrasing

English: % of respondents who know where to locally purchase [specify the promoted product]

French: % de répondants qui savent où acheter localement [spécifiez le produit promu]

Spanish: % de encuestados que saben dónde comprar localmente [especificar el producto promocionado]

Portuguese: % de inquiridos/as que sabem onde comprar [especifique o produto] a nível local

Czech: % respondentů, kteří vědí kde místně koupit [uvedte daný produkt]

What is its purpose?

The indicator measures respondents' awareness of where they can purchase those goods that are crucial for their lives and livelihoods, such as seeds, veterinary medicine, solar panels or oral rehydration salts. It helps you understand the effectiveness and reach of any promotional activities or initiatives to strengthen the marketing competencies of supported sellers.

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of your target group members:

RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

Q1: *Do you know of any place where you can buy [specify the product]?*

A1: yes / no

(ask the following question only if the previous answer is YES)

Q2: *Where exactly is that place?*

A2:

1) yes, the person is able to find the place

2) no, the person is not likely to be able to find the place

To **calculate the indicator's value**, divide the number of respondents who knew where to locally purchase the given product (i.e. answers to both Q1 and Q2 were YES) by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Disaggregate by

[Disaggregate](#) the data by gender, [wealth](#), and location.

Important Comments

1) When a person says that s/he knows where a product is sold, ensure that the data collector **always verifies whether s/he is really able to find a specific shop / seller** (as opposed to just knowing that the product is, for example, sold somewhere in a provincial town).

E-Questionnaire

- [XLS form for electronic data collection - indicator Awareness of Where to Purchase Product](#)