



Doc 3.3: The Consumer Demand Survey Tool and Forms

Guidelines for the use of the form

A. Introduction

The Consumer Demand Survey (CDS), is to collect information about specific products which local consumers need/would like, but are not available locally.

B. Data collection

Individual interviews using a standard questionnaire [see 2.2 below] are conducted during visits to randomly selected households.

C. The questionnaire

The questionnaire asks for the following information:

- **Unsatisfied demand** for products which are for family/ household use

In the draft questionnaire, goods and services commonly bought (or needed) by rural families are listed. This is a general list only and must be adapted for use in the local area of the program. Any item on the list known to have no demand in the programme site should be crossed out and products that are used locally added. It may be a good idea to pre-test the list with members of the Local Partnership Committee so that any necessary alterations can be made before the actual survey.

- **Reasons for consumer dissatisfaction**

The reasons for consumer dissatisfaction with certain products, are classified as:

- 1 - Insufficient supply.
- 2 - Low quality.
- 3 - Inappropriate design/style.
- 4 - Others (specify).

For each specified good or service, only one answer - the **main reason** for dissatisfaction - should be noted.

The answers should be classified as 1, 2, or 3 above and only the number should be written. If the answer given does not fit into any of these three, write 4 ("others") as the answer and add the answer in full.

If several reasons are given, ask which is the most important (the main reason for not being satisfied) and write down the number corresponding to this answer.

D. Selection of interviewees

Since the data to be collected concerns unsatisfied demand for products used by consumer-families/households, the person to answer the questions should be the husband and/or wife in the randomly-selected household. They will be knowledgeable about the purchases as well as the unfulfilled needs of the family.

In their absence, another knowledgeable family member, could be asked the questions. If at the time of the visit no knowledgeable person is available, another household should be chosen.

In order to get a representative view of local demand, a reasonable number of the consumers will have to be interviewed: for practical purposes, 30 households are suggested. As mentioned, the interviewees should be randomly selected, either by visiting homes at random or by interviewing people at random in the market place.

E. Data processing

The frequency of responses are then tabulated (using the tabulation sheet in Section 5.2.4) to see which how important the various reasons are for dissatisfaction with the products or services.

A sample of a completed tabulation sheet from the Philippines former project is given on the next page.

To tabulate the responses for each completed questionnaire, follow the steps below:

1. Give each completed CDS form a number from 1 to 30. Write this number on the right upper corner of the first page of the form.
2. Write the information on the program site and the date of tabulation in the spaces provided in the tabulation sheet.
5. After tabulation of each form is finished, draw a circle round the number you wrote on the upper right corner of the first page to indicate that that form has been recorded in the summary sheet.

Consumer Demand Survey Form

Village(s): _____
District: _____ Province: _____
Date of interview: _____ Interviewer's Name: _____

Unsatisfied Demand For Products

In the past, what processed/manufactured goods and/or services you bought or tried to buy were you dissatisfied with? Why?

[For main reason of product dissatisfaction, score as follows: **1**- lack of supply; **2** - low quality; **3** - design and/or style inappropriate; **4** - , - others: (specify)]

Goods/Services

Reason for Dissatisfaction (1,2,3 or 4)

Family/Household Use

Processed Food

- | | |
|------------------------|-------|
| 1. Local candies _____ | _____ |
| 2. Bread _____ | _____ |
| 3. noodles/pasta _____ | _____ |
| 4. Local cakes _____ | _____ |
| 5. others: | |
| cooking oil _____ | _____ |
| sauces _____ | _____ |
| _____ | _____ |
| _____ | _____ |

Garments

- | | |
|--------------------------|-------|
| 1. Women's: | |
| house dress _____ | _____ |
| underwear _____ | _____ |
| dresses _____ | _____ |
| 2. Children's wear _____ | _____ |
| 3. Men's shirt _____ | _____ |
| 4. Trousers _____ | _____ |
| 5. Shorts _____ | _____ |
| 6. Pillow cases _____ | _____ |
| 7. Others: | |
| _____ | _____ |
| _____ | _____ |

Other Personal Wear/Accessories

1. Footwear:
 - shoes _____
 - slippers _____
 - step-in _____
2. Bags/purses/wallets _____
3. Belts _____
4. Hats _____
5. Others:
 - _____
 - _____
 - _____
 - _____

Hygiene

1. Bath soap _____
2. Clothes washing soap _____
3. Shampoo _____
4. Others:
 - _____
 - _____
 - _____
 - _____

Kitchen tools/equipment

1. Stove for
 - firewood _____
 - charcoal _____
 - others :
 - _____
 - _____
2. Ladle _____
3. Basket/Bayong _____
4. Broom _____
5. Coconut husk _____
6. Others:
 - _____
 - _____
 - _____
 - _____

Furniture

3. Table _____
4. Chairs _____
5. Stool _____
6. Cabinet _____
7. Bed (bamboo, wood & rattan) _____

8. Others:

_____	_____
_____	_____
_____	_____
_____	_____

Services

- 1. Electrician _____
- 2. Carpentry _____
- 3. Masonry _____
- 4. Plumbing _____
- 5. Radio/TV/cassette repair _____
- 6. Appliance repair _____
- 7. Welding _____
- 8. Vulcanizing _____
- 9. Small engine repair (e.g. boat motor) _____
- 10. Motor vehicle repair _____
- 11. Barber _____
- 12. Beautician _____
- 13. Others:

_____	_____
_____	_____
_____	_____
_____	_____

Other Goods/Services

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

Economic activity product demand sample

I. Crop Production

- A. Processed Raw Material
 - a. Fertilizer
 - b. Pesticide
 - c. Weedicide
 - c. Others

- B. Tools/Equipment
 - a. Weeder
 - b. Pick & shovel
 - c. Rake
 - d. Cultivator

- e. Sprayer
- f. Bamboo basket
- g. Others

- C. Service
 - a. Blacksmith (for tools/equipment.)
 - b. Others

II Poultry Raising

- A. Processed Raw Material
 - a. Feeds
 - b. Feed supplements
 - c. others

- B. Tools/Equipment
 - a. Brooder
 - b. Feeding trough
 - c. Drinking trough
 - d. Heater
 - e. Incubator
 - f. Others

- C. Services
 - a. Carpentry
 - b. Tinsmithing
 - c. Electrical
 - d. Others

- D. Others
 - a. Poultry house
 - b. Disinfectant
 - c. Charcoal
 - d. Others

III Handicraft Making

- A. Processed Raw Material
 - a. Rope
 - b. Glue
 - c. Rattan ring
 - d. Others

- B. Tools/Equipment
 - a. Knife
 - b. Glue brush
 - c. Others

IV Fishing

- A. Processed raw material

- B. Tools/Equipment

- a. Outboard motor
- b. Kerosene lamp
- c. Fish net
- d. Others

C. Service

- a. Engine repair
- b. Tinsmith
- c. Net mending
- d. Others

V Candy Making

A. Processed Raw Material

- a. Syrup
- b. Others

B. Tool/Equipment

- a. Stove
- b. Wok
- c. Cooking spade
- d. Tin pan
- e. Others

2.3 Data analysis and interpretation

After summarizing the survey results, the frequency of responses will show for which products there is the greatest unsatisfied demand (and so the greatest potential for a new business to supply them).

1. First put the products (goods and services) for which there is unsatisfied demand in order according to the number of total responses that each have - i.e. no. 1 will be the one with the highest total and so forth down to the product with the lowest total.
2. Take the ten top products and check each of these items against the results of the Community Profile to see whether there is any obvious reason why the goods or service cannot be supplied.
3. The remaining items in the short list should then be used in the Market Opportunities Survey using the **MOS** questionnaires [see below Section 5.3].
4. Immediately after completing all the surveys, the results shall be presented to the Local Partnership Committee.

CDS results and design of training courses

The reasons for dissatisfaction with a product or service is a guide as to what can be done to satisfy consumer demand for each particular product. This information can be used in designing the content of the training course. For example:

If lack of supply is the reason most often given, increased production will be the solution. This means that the conduct of a skills training course should help graduates in self-employment to produce the goods or service.

Low quality may mean skills upgrading is necessary for owners and/or workers of self-employment activities.

Inappropriate design/style could imply training to update designs/styles of products.

