Appendix - 6

BKSM, Ref No 2608

Qualitative Interview Protocol

Gujarat University
Ahmedabad

An Empirical Study of community Commitment to service provider

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<th>INTERVIEW PROTOCOL FOR QUALITATIVE INFORMATION</th>
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Study Conducted By:

Manish Shah
PhD Fellow

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<td>Participant’s Designation</td>
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Dear Sir/Madam,

This study aims to identify the backgrounds of community commitment and their influence on commitment to service provider. I am therefore seeking from you some important information with respect to your major service provider that will enable me to reach worthwhile conclusion. This interview should only take around a half an hour of your valuable time.

Some of the follow up questions may appear to be similar, but the answers to them will enable me to scientifically assess the responses, and draw valid conclusions.

I can assure you that the information you provide in this interview will be treated in strict confidence.

Your cooperation in this research project will be greatly appreciated.

Yours sincerely,

Manish Shah
PhD Fellow / Student
Gujarat University,
Ahmedabad
Working Guide/Manual of qualitative information

Q1: How many service providers do you have currently?

Q2: How long have you been involve with your major service provider?

Q3: Can you please describe your relationship with your most important major service provider i.e. specific service provider?

Q4: How did the relationship develop or is developing over the time? (More directions may be required) or how has the relationship developed over time?

Q5: How committed are you to the service provider relationship? (That is, how likely are you to continue community from this service provider, i.e. your major service provider?) Why?

(If the answer is focusing on high or low levels of commitment then the following question will being asked.)

Q6: How did you reach this level of commitment (either high or low levels of commitment)? If it is higher, how long did it take to develop this level of commitment? If it is lower, could you please explain the reason for this level of commitment?

Q7: In your consideration, what are the specific factors that really matter in (improving or building) community- service provider commitment relationship? Please state.

Q8: How did you develop your level of trust with this service provider? What are the factors that affect building trust?

Q9: What are the contents of trust?

Q10: How distrusting situation may arise? Did you face any distrusting situation since date with this service provider? Why or why not?

Q11: Do you think informative equilibrium, public consultation; learning and knowledge help to build trust? How? Explain please. The directions will be as follows. (Informative equilibrium → trust, public consultation→ trust, learning → trust, knowledge → trust)
Q12: How do you learn about service provider’s yields, their promotional needs, procurement practice and technical attributes of the yields?

Q13: What have you learned from the relationship with your major service provider? How? Explain please.

Q14: Do you think that informative equilibrium and public consultation enhances learning process? How? Explain please. (Is there any additional factors that helps to learn?) The directions will be as: informative equilibrium → public consultation, informative equilibrium and public consultation → learning

Q15: a. How frequently do you communicate with your major service provider? Why?

Q15: b. What are the means you are using in communication?

Q16: Which public consultation means is most useful for you? Why?

Q17: What sorts of thing do you communicate with your service provider? Or, what are the issues that you are exploring in your public consultation with this service provider?

Q18: What are the impacts of public consultation in your community service relationship? Explain please.

Q19: Do you think that culture is a factor in your community service relationship? Why? Why not?

Q20: What benefits do you get when you serve from an informative equilibrium (promotion) service provider? How? Explain please.

Q21: Is there any problem, if you are serving from a dissimilar market? Why? Explain please.

Q22: Do you have any other comments on your community -service provider relationship? Please state.