

# Examine why accountants commit corporate fraud and the prevention practices in place for American financial companies

## Interview questions

Q1: What sector of the company do you work in?

Q2: How would you define fraud?

Q3: In your opinion, how aware would you say the sector you work in is aware of the fraud prevention practices in this company? Why?

Q4: Do you working in a specific sector can make one more aware of policies? If yes, which sector?

Q6: -If you have worked for a different company, how do their laws differ to the current company?

-If this is your first job, how do you think the company could better implement the rules?

# An investigation into consumer perception towards ethical and organic foods in the UK

## Final Interview Guideline

- **How often do you purchase organic foods?**
  - What are your reasons for purchasing (insert their answer)?
- **What kind of organic foods do you usually buy?**
  - What are your reasons for buying these kinds of organic foods?
- **What are your reasons for buying organic foods?**
  - Why is that important to you?
  - What do you mean by that?
- **Do you think organic foods are healthier?**
  - Why do you think this?
- **Do you consider yourself environmentally friendly and why?**
  - Why is that important to you?
- **Does the price of organic food sometimes affect your purchasing decisions, if so why is this?**
- **Do you think organic foods should be cheaper and why?**
  - Why do you feel this way?
- **If the price of organic foods continued to increase would you still buy them? Give reasons why.**
  - How would you feel about that?

# A study of recycling behaviour and attitudes towards less wasteful and environmentally conscious choices at RU

## Interview Guide

### 1. Welcome and Introduction

### 2. Questions/Discussion

- What comes to mind when I mention recycling?
- What does recycling mean to you? To your family?
- What you think are the advantages of recycling? Disadvantages?
- What you think about people who recycle?
- Who or what influences you to recycle?
- How would you go about gathering information about recycling?
- What you think needs to be changed?
- What you think happens to materials once collected?
- What happens to plastics that don't get recycled?
- Should recycling be included in education?

### 3. Present interviewee environmental facts and images to see if attitudes and behaviours change. Discussion.

Discussion on possible methods of how to promote recycling behaviour and awareness around campus.

# An examination into different factors contributing to loyalty towards FMCG goods

## Interview Guide

Hello, I am going to be asking you a series of short questions today about your attitudes towards brands. This interview will only take a short amount of time and any answers provided today will be completely anonymous. You have the right to withdraw at any time, and any answers previously given will not be used. Also you do not have to answer any questions you do not want to. Are you still ok to proceed with this interview?

Right, Let's start.

**1) How are you doing today? / Are you having a good day?**

Yes, it's been a brilliant day, thank you.

**2) What industry do you work in?**

I work in the Airline industry.

**3) How often would do you visit the supermarket?**

umm... quite frequently

**a. How far do you travel to make these purchases?**

It purely depends on how much I need to get, but I would say that the furthest that I would travel would be 3 miles.

**4) When going into a supermarket, name 5 products you would purchase on a regular basis?**

Milk, bread, fruit, eggs and chocolates.

**a. From your selection of products (remind the participant of their products) what is the first brand that comes to mind?**

Kingsmill

**b. What do you associate with that brand?**

Wheat.

**c. Do you buy many products from this brand?**

Yes, I do, normally it is only bread but on occasions it is waffles and pancakes.

**5) So, when going to the supermarket, are the products you purchase retailer brands or company own brands? For example, tomato ketchup - Would you pick supermarket own brand or company brand?**

I usually buy branded goods

**a. Why do you prefer choosing (retailer brands or company own brands)? (based on the answer above)**

I buy these brands as I have grown up with them so I tend to trust it more. I also like the taste of it because I've had it for a long time and to be honest it is very hard to switch you're used to it.

**b. Do you find yourself purchasing the same brands when you go the supermarket?**

Yes

**c. Why do you feel you purchase the same brands? / Why do you feel you don't purchase the same brands?**

These are known brands and I don't want to change as I feel it might be a waste of money.

**6) How important are branded goods in comparison to supermarket own brand to you?**

Umm... they are not really as I feel that they have the similar ingredients in them.

**7) Do you feel satisfied with the brand you choose when you make decisions?**

Yes.

**a. Let's take Coca Cola, would this be a brand that you would recommend to others? And why?**

Yes, as it has been around for years and it is an established brand and also a good company.

**b. How long does it take you to make a buying decision?**

A few seconds as you know what you want pick buy.

**8) Do you feel it is important to purchase branded items that people are familiar with? (In the context of supermarket products)**

No, as to me the quality is more important and what I am used to.

**a. How do you feel when you purchase branded products that are internationally recognised?**

I feel ok as you think you are getting better quality product so it means that it is a better product however I think it is psychological. It doesn't necessarily mean it is better as it is branded.

**9) If the price increased on your favourite branded products, would you still be will to buy it?**

Depends on how much and if it was a lot probably not.

**a. Why would you be willing? / Why wouldn't you be willing?**

I wouldn't as I feel that I need to save every penny.

**10) How often do you switch brands?**

No often but then I feel that it depends on the product I want to buy.

**a. Why do you do it so often? / Why are you likely not to?**

I don't do it often as I trust the brands that I buy but if say there was an offer on margarine I would buy the one that was on offer.

**11) What influences you to purchases your products in a supermarket?**

Price and quality mainly influence my decisions.

**a. How do these influences affect your decisions?**

Price is a big factor because I have a family so I need to make sure that I am saving as much as I can. I also tend to spoil myself less so I would say that I am more money conscious because of having a family. But then again, I like my branded products.

Thank you very much for your time.

### Interview Guide

Hello, I am going to be asking you a series of short questions today about your attitudes towards brands. This interview will only take a short amount of time and any answers provided today will be completely anonymous. You have the right to withdraw at any time, and any answers previously given will not be used. Also you do not have to answer any questions you do not want to. Are you still ok to proceed with this interview?

Right, Let's start.

**1) How are you doing today? / Are you having a good day?**

Yes, it's been a brilliant day, thank you.

**2) What industry do you work in?**

I work in the Airline industry.

**3) How often would do you visit the supermarket?**

umm... quite frequently

**a. How far do you travel to make these purchases?**

It purely depends on how much I need to get, but I would say that the furthest that I would travel would be 3 miles.

**4) When going into a supermarket, name 5 products you would purchase on a regular basis?**

Milk, bread, fruit, eggs and chocolates.

**a. From your selection of products (remind the participant of their products) what is the first brand that comes to mind?**

Kingsmill

**b. What do you associate with that brand?**

Wheat.

**c. Do you buy many products from this brand?**

Yes, I do, normally it is only bread but on occasions it is waffles and pancakes.

**5) So, when going to the supermarket, are the products you purchase retailer brands or company own brands? For example, tomato ketchup - Would you pick supermarket own brand or company brand?**

I usually buy branded goods

**a. Why do you prefer choosing (retailer brands or company own brands)? (based on the answer above)**

I buy these brands as I have grown up with them so I tend to trust it more. I also like the taste of it because I've had it for a long time and to be honest it is very hard to switch you're used to it.

**b. Do you find yourself purchasing the same brands when you go the supermarket?**

Yes

**c. Why do you feel you purchase the same brands? / Why do you feel you don't purchase the same brands?**

These are known brands and I don't want to change as I feel it might be a waste of money.

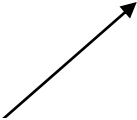
Can also add a question asking why people travel or why they do not.

May need to say what attracts you to the brand rather than associate as it doesn't stimulate answers that contribute to the research questions. The question is also misleading and not specific enough.

This is better suited to go with the informed consent sheet

After conducting the pilot, it was found that the interview took 10 – 15 minutes. Therefore, this time limit could be stated at the beginning.

Question 10  
may be better  
suited to  
come after  
this question



**6) How important are branded goods in comparison to supermarket own brand to you?**

Umm... they are not really as I feel that they have the similar ingredients in them.

**7) Do you feel satisfied with the brand you choose when you make decisions?**

Yes.

**a. Let's take Coca Cola, would this be a brand that you would recommend to others? And why?**

Yes, as it has been around for years and it is an established brand and also a good company.

**b. How long does it take you to make a buying decision?**

A few seconds as you know what you want pick buy.

**8) Do you feel it is important to purchase branded items that people are familiar with? (In the context of supermarket products)**

No, as to me the quality is more important and what I am used to.

**a. How do you feel when you purchase branded products that are internationally recognised?**

I feel ok as you think you are getting better quality product so it means that it is a better product however I think it is psychological. It doesn't necessarily mean it is better as it is branded.

**9) If the price increased on your favourite branded products, would you still be will to buy it?**

Depends on how much and if it was a lot probably not.

**a. Why would you be willing? / Why wouldn't you be willing?**

I wouldn't as I feel that I need to save every penny.

**10)How often do you switch brands?**

No often but then I feel that it depends on the product I want to buy.

**a. Why do you do it so often? / Why are you likely not to?**

I don't do it often as I trust the brands that I buy but if say there was an offer on margarine I would buy the one that was on offer.

**11)What influences you to purchases your products in a supermarket?**

Price and quality mainly influence my decisions.

**a. How do these influences affect your decisions?**

Price is a big factor because I have a family so I need to make sure that I am saving as much as I can. I also tend to spoil myself less so I would say that I am more money conscious because of having a family. But then again, I like my branded products.

Thank you very much for your time.

# A good example

## **Interview Guideline** **Expert Interviews Lekkerland Convenience Study**

*Good Morning / Good afternoon Mr./Mrs. \_\_\_\_\_ My name is \_\_\_\_\_. Thank you for taking the time and answer some questions and participate in this research project on Convenience. Your expert opinion is very important for us to investigate the European Convenience market especially ready-to-go meals and on-the-go consumption of food and beverages.*

*The interview will last approximately 20-30 minutes, and if you do not mind I will be recording your responses so that we can analyze what you said later. You will get a transcript of the interview so that we have the possibility to correct things, which were not meant the way it was transcribed. Is this procedure okay for you? Do you have any questions before we begin?*

### **Convenience Trend (warm up question):**

1. Many experts state a trend towards a higher demand for convenience in the German/Dutch/Rumanian Society. Do you share their opinion?
  - What are the reasons for the higher demand for convenience?
  - How has society changed?



### **Convenience Consumers:**

5. How would you describe the typical consumer which frequently buys ready-to-go meals or on the go food and beverages in \_\_\_\_\_ (Country)?
  - Are there any special characteristics compared to the rest of the population?

### **Status quo and Future prospects:**

6. How would you compare the offering of convenience in \_\_\_\_\_ (Country) to other countries in Europe or the World?
  - If there no "ranking" given please ask further: Are we behind / ahead of the countries you named?
7. What are future trends which are going to affect convenience consumers, industry or retailing?

Thank you very much for taking the time to participate in the research project. As mentioned you will get a transcript of the interview within the next weeks to finally approve the interview. Thank you very much.