

## Interview:

Confirm emailed diary entries are accurate and in front of participant:

1. Review entry
2. What were you doing before this purchase?
3. What spurred you to seek out and purchase/shop at this moment?
  - a. Was it a new activity or continuation?
  - b. Have you looked for this product before?
4. What were you doing after this purchase?
5. If you bought, how much did you spend?
6. Were you familiar with the company you purchased/shopped from?
  - a. What type of history do you have with the company?
    - i. Commonality – like mindedness
    - ii. Past experiences
    - iii. Process – promotion via gifts
    - iv. Institutional – certificates, authority
  - b. What do you think of this company?
7. What was your experience like?
8. What benefit do you feel you got from this experience?
9. What did this experience cost you?
10. You mentioned you had no trust issues
  - a. Would you feel different if you had made the purchase over your computer
  - b. Would you feel different if you did not know the company
  - c. Would you feel different if they
11. Would you like to provide additional comments regarding this activity?

What did you think of this/that?  
Ask about specific instances  
Why?

\*Repeat for each entry

Get Address for payment.

Inform about filling out receipt form. Province