

Appendix I. Questionnaire (Supplier)

Factor	Code	Description
Product	PD01	We focus on offering 'specialized' services to our customers.
	PD02	Our marketing strategy emphasizes on delivering the 'right' quality of products to customers.
	PD03	Our marketing strategy clearly differentiates our product from its competitors.
	PD04	Our marketing strategy helps the consumer to develop an ongoing relationship with a product.
	PD05	We conduct market research to know how our customers think about our products.
	PD06	Our product strategy emphasized the benefits of the product to customers rather than the features of the product.
Place	PL01	Handling maintenance problems
	PL02	Delivery time and reliability
	PL03	Invoicing
	PL04	Handling complaints
	PL05	Handling delivery problems
	PL06	Speed of order fulfilment
	PL07	Our company reaches a wide geographic coverage of customers.
Price	PC01	We expand our market share through lower pricing.
	PC02	Our prices support the product and service package to increase customers' value for money.
	PC03	We reinforce our product's market position through appropriate pricing.
	PC04	Our prices reinforce the quality image of the product.
	PC05	Our prices are designed to achieve high market share and customer loyalty.
	PC06	Our prices are consistently competitive.
Promotion	PM01	Our promotion activities are positively affecting our reputation and standing with various publics.
	PM02	Our promotion activities are giving the consumer a clear reason for 'buying' from our company.
	PM03	We give customers a scope for price negotiation, to let them feel they are gaining value when dealing with us.
	PM04	In our communication with customers, we take into consideration the acceptability of certain approaches to advertising.
	PM05	We use promotional methods to motivate potential new customers.
People	PP01	The recommendations from our employees are trusted and considered.
	PP02	There is a great deal of interaction between our staff and customers.
	PP03	We appoint team leaders according to their experience and strong people skills.
	PP04	Our staff plays a key role in anticipating customers' needs.
	PP05	Continues recruitment and training of staff are very important activities in our company.
	PP06	We have strong measurement systems and staff appraisals to monitor staff performance in our company.
Process	PS01	Most of the communications between our staff and customers are automated or computerized.
	PS02	We can anticipate customers' needs and wants in the market in an accurate way through market research.
	PS03	We have a strong and up-to-date database of customer information in our company.
	PS04	We analyze customer data from our database to plan our offers to customers.
	PS05	We have more advanced systems and technology than our competitors.
Physical Evidence	PE01	Our office décor and design positively influence customer's expectations of the service.

Company Experience	PE02	Our company has up-to-date facilities and equipment.
	PE03	Professional look of staff
	PE04	Our staff takes very good care of their appearance to positively affect customer's satisfaction.
	PE05	Office Furniture and atmosphere.
	PE06	Our informative materials (website, advertisements, brochures, etc.) are visually appealing.
	CE01	I am happy with my current construction company as my product provider.
	CE02	My construction company keeps me informed.
	CE03	I have built a personal relationship with the people at these companies.
	CE04	My construction company demonstrates flexibility in dealing with me.
	CE05	They keep me up-to-date.
	CE06	They have dealt well with me when things went wrong.
	CE07	They know exactly what I want.
	CE08	They deliver good customer service.
	CE09	The people I am dealing with at these companies have good people skills.
	CE10	Their online facilities are designed to be as efficient as possible.
	CE11	The offer of company that I have chosen has the best quality.
	CE12	The people who work at these companies represent their own brand well.

Appendix II. Questionnaire (Customer)

Factor	Code	Description
Product	PD01	Their product's offer does not emphasize the attributes that are important to me.
	PD02	They attract more new customers than their competitors.
	PD03	Their products and services do not always meet the requirements of customers.
	PD04	Their strategy emphasized the benefits of their products to customers.
	PD05	The product strategy of the construction companies does not respond to our needs and wants as customers in the market.
Place	PD06	Their range of brands helps me to make better choices.
	PL01	Handling maintenance problems
	PL02	Delivery time and reliability
	PL03	Invoicing
	PL04	Handling complaints
	PL05	Handling delivery problems
	PL06	Speed of order fulfillment
Price	PL07	Construction companies cannot reach a wide geographic coverage of customers.
	PC01	They expand their market share through lower pricing.
	PC02	Their prices emphasize the better cost savings compared with the competition.
	PC03	Their prices reinforce the quality image of their products
	PC04	Their prices increase customers' value for money.
	PC05	Their prices do not take into consideration the differences in lifestyles and price perceptions among consumers.
Promotion	PC06	Their prices are consistent with their competitive prices.
	PM01	When communicating with customers, they take into consideration the acceptability of certain approaches to advertising.
	PM02	They give customers a scope for price negotiation, to let them feel they are gaining value when dealing with the company.
	PM03	Their promotion activities provide the consumer a clear reason for 'buying' from them.
	PM04	They use promotion to motivate to new customers to buy from them.
People	PM05	Their promotion activities are positively affecting their reputation among consumers.
	PP01	Employee recommendations are trusted and considered in these companies.
	PP02	There is a great deal of interaction between the staff and customers.
	PP03	Staff team leaders have great experience and strong people skills.
	PP04	The staff play a key role in anticipating customers' needs.
	PP05	Employees of these companies always provide prompt service to customers.
Process	PP06	Customers are treated well in these companies.
	PS01	They can anticipate customers' needs and wants in the market in an accurate way.
	PS02	They are efficient in order processing and reducing customers' waiting time.
	PS03	They are very innovative in-service delivery compared to competition.
	PS04	Most of the communications between their staff and customers are automated or computerized.
Physical Evidence	PS05	They have a strong and up-to-date database of customer information in the company.
	PE01	Office Furniture and atmosphere
	PE02	Professional look of staff
	PE03	The professional look of their website, business cards and brochures.
	PE04	Their offices' décor and design positively influence customer's expectations of the service.

Company Experience	PE05	The company has up-to-date facilities and equipment.
	PE06	Their staff takes very good care of their appearance to positively affect customer's satisfaction.
	CE01	I am happy with my current construction company as my product provider.
	CE02	My construction company keeps me informed.
	CE03	I have built a personal relationship with the people at these companies.
	CE04	My construction company demonstrates flexibility in dealing with me.
	CE05	They keep me up-to-date.
	CE06	They have dealt well with me when things went wrong.
	CE07	They know exactly what I want.
	CE08	They deliver good customer service.
	CE09	The people I am dealing with at these companies have good people skills.
	CE10	Their online facilities are designed to be as efficient as possible.
	CE11	The offer of company that I have chosen has the best quality.
	CE12	The people who work at these companies represent their own brand well.
