



Focus Group Template for Product Analysis

Why Women Prefer Wonder Panda Milk / Brenda Mage / 24 Aug 2018

Complete

Focus Group Topic	Why Women Prefer Wonder Panda Milk
Conducted on	24 Aug 2018 17:37 PST
Prepared by	Brenda Mage

Respondents Information

Number of Participants

7

Describe group composition (gender, age, educational background, marital status)

Gender: Females

Age: from 45 to 65 years of age

Educational Background: All college graduates

Marital Status: 5 are married, 2 are unmarried and 1 widowed

List of Respondents

Respondent 1

Full Name

Susan Vernon

Respondent 2

Full Name

Lyka Vanheck

Respondent 3

Full Name

Minni Generoso

Respondent 4

Full Name

Mina San

Respondent 5

Full Name

Vina Fuentes

Respondent 6

Full Name

Aurora Alinsunurin

Respondent 7

Full Name

Gina Agustin

Before the discussion

Inform respondents about the purpose and goal of the focus group discussion.

✓

Stress confidentiality to ensure that respondents' details, ideas and insights will be kept for the purpose of the focus group discussion.

✓

Have respondents introduce themselves to the group.

✓



Photo 1

Discussion

How familiar are you with our product?

All women were familiar with the product.

When you think about our product, what was the first thing that comes into your mind?

"That I will be sexy like the celebrity endorsing it"

"That i will help me get so energetic"

"It reminds me of my favorite animal"

What influences you to buy our product?

"My co-teachers are so obsessed with them, so I tried it"

"I just saw it in TV commercials"

"I bought one because it was on sale that time.."

"My daughter was attracted with the Panda picture on its box and so she asked me to buy two"

What are the things you like about our product?

"It comes with 4 flavors which my kids like"

"It is an effective energy booster which makes me do tasks with vigor"

"The price is reasonable and not too much"

"It gives me a fresh feeling"

What are the things you don't like about our product?

"I don't like the packaging. It's a picture of a panda. You should've used a cow's picture unless you really are using Panda's milk" (laughs)

"There was an bittersweet aftertaste." (face looks disgusted)

"The milk was too watery and diluted for me"

If we are to change anything about our product, what will that be?

"Packaging"

"Name, maybe?"

Will you recommend our product to your friends and family? Why or why not?

"Yes of course. Especially for the moms like me. I am sure their family will love it!"

"Hmmm. Not sure. Other brands are better, I think."

"Absolutely, no. The taste was awful."

"YES! I love it!"

Completion

Name and Signature of Focus Group Moderator



Brenda Mage

24 Aug 2018 18:20 PST

Appendix

Appendix



Photo 1