



Focus Group Template for Product Analysis

conducted for

Why Women Prefer Wonder Panda Milk

Conducted on

24 Aug 2018 07:37 PM

Prepared by

Brenda Mage

Completed on


24 Aug 2018 08:24 PM


Score

3/3.0 - 100.00%

Audit - 3/3 100.00%

Question	Response	Details
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		Score (3/3) 100.00%
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.	✓	

Question	Response	Details
Have respondents introduce themselves to the group.	✓	
 <p>Appendix 1</p>		
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!"	

Question	Response	Details	
Completion			
Name and Signature of Focus Group Moderator	Brenda Mage		

Media



Appendix 1