

MTestJapan.com Consumer Testing Online Survey

(Sample Template)

- Project Name: Australian natural honey survey 16Nov2012 v1-6
- Customer: Australia Anytime Honey Pty., Ltd.
- Sector: Food/supplements/OTC medicines
- Audience: Digital only, 100-1,000 consumers
- Explanation: There are 4 steps to using MTest's service: Personal Data -> Survey -> InfoPack -> Quote Request. This template refers to the Consumer Testing Online Survey.

Consumer Testing Online survey is a series of questions (in our example, in the food sector) that you wish to ask our consumer panelists. All questions will be translated by us prior to sending to each panelist. There are two sections to this survey:

- Pre-screening – lets you define minimum experience a panelist should have.
- Main Survey – you ask specific questions relating to your product.

How to get there:

- First register, then log-in, then click on any Order Now or Quote Requests links. After filling out your personal Data, you will be asked to “Create a New Survey”.
- Choose the **Consumer Testing Online** option
- Enter or modify the default questions as required.

For help, please refer to the “How to Use” instruction box on the Survey page.

CONSUMER PRE-SCREENING

Note: This is the pre-screening section. The standard length is up to 5 questions, although we recommend no more than 3 to keep the survey sample of a useful size. You may only ask multiple-choice questions, no open-ended questions.

1. Food experience. Consumer has eaten honey.
 - Yes
 - No
2. Food adventure. Consumer regularly tries new foreign products.
 - Yes
 - No
3. Health awareness. Consumer seeks replacement for sugar.

- Yes
- No

MAIN SURVEY QUESTIONS

Note: This is the Consumer Testing Online standard survey. The standard length is 10 questions, although you can buy 25 – see pricing for options. Panelists will spend approximately 2 minutes on open-ended questions, typically taking 10-20 minutes for the whole survey. This template is for guidance only, you may modify/delete/add any question not marked with an asterisk (*). Those with an asterisk are compulsory and must be left in the survey as is.

Product – Digital Assets Assessment:

1. * Evaluate the maker's product positioning statement – relevancy and appropriateness in Japanese market
 - [_____].
2. From the supplied photos, comment on the contents container (i.e., container holding the contents) appearance – quality, attractiveness, materials used, use of color, images, other feedback.
 - [_____].
3. From the supplied text, comment on the contents container text and directions on how to use – applicability, thoroughness, and detail required for Japanese market.
 - [_____].
4. Do the physical size and weight of product, compare favorably with Japanese consumer expectations?
 - [_____].
5. From the supplied photos and other materials, evaluate the packaging functionality – shape, dispenser special features, etc.
 - [_____].

Market

6. Will the special certificates, marks, properties (if any) of product influence Japanese buyers (e.g., organic, FDA-certified, no preservatives, etc.)?
 - [_____].
7. What do you think of the suggested pricing?
 - Expensive Cheap Just right
8. Why?
 - [_____].
9. Would you give this product as a present or sample to a friend?
 - Yes No

10. Why?
- [_____].
11. * Will this product sell well in Japan?
- () Yes () No () Maybe
12. * Why?
- [_____].
13. Would you buy this product online directly from Australia?
- () Yes () No () Maybe
14. Why?
- [_____].
15. Do you want to try other products from this company?
- () Yes () No () Maybe

Competition

16. Give URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.
- [www._____]
17. Give 2nd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.
- [www._____]
18. Give 3rd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.
- [www._____]