

MTestJapan.com Consumer Testing Online
(Questionnaire Template)

Project Name: Australian natural honey survey 28Sep2012 v1-3

Customer: Australia Anytime Honey Pty., Ltd.

Sector: Food/supplements/OTC medicines

Audience: Digital only, 100 consumers

Explanation: Most basic form of Consumer Testing. This template shows the range of questions suggested for this sector (Food). Purpose of the resulting survey is to provide basic assessment of how general Japanese consumers react to the product and therefore whether it has potential in the Japanese market. For more in-depth expert assessment, try Consultant Testing Advanced option.

CONSUMER PRE-SCREENING

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: In this Consumer Testing Online standard survey, panelists are expected to answer up to 10 questions, taking approximately 2 minutes each to answer, for a total of not more than 20 minutes. Although we show more than 10 questions, Clients are expected to choose only the 10 questions they wish to ask and must include the required questions marked *. Clients requiring a longer survey or more in-depth answers, please check pricing for other options.

Product – Digital Assets Assessment:

1. * Evaluation of product positioning statement – relevancy and appropriateness in Japanese market
 - [_____].
2. From photos, internal packaging (holding contents) appearance – quality, attractiveness, materials used, use of color, images, other comments
 - [_____].
3. From photos, internal packaging text and directions – interesting copywriting, sufficient information to feel confident to buy, other comments
 - [_____].
4. Size and weight of product, compared with Japanese consumer expectations
 - [_____].
5. From photos, evaluation of packaging functionality – shape, dispenser special features, etc.
 - [_____].

Market

6. Special certificates, marks, properties of product and how they will influence your decision to buy (e.g., organic, FDA-certified, no preservatives, etc.)?
 - [_____].
7. What do you think of 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._____]