

MTestJapan.com Consumer Testing Physical
(Questionnaire Template)

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

Customer: Australia Anytime Honey Pty., Ltd.

Sector: Food/supplements/OTC medicines

Audience: Physical + digital assets, 100 consumers

Explanation: Most advanced basic form of Consumer Testing, involving consumers actually trying out the product. This template shows the range of questions suggested for this sector (Food). Purpose of the resulting survey is to provide advanced 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

- Pre-screening is not available for Consumer Testing Physical surveys
- Limited demographic filtering available on request

MAIN SURVEY QUESTIONS

Note: In this Consumer Testing Physical survey, panelists are expected to answer up to 12 questions, taking approximately 2 minutes each to answer, for a total of not more than 25 minutes. Although we show more than 12 questions, Clients are expected to choose only the 12 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-related – Physical + Digital Assets Assessment:

1. * Evaluation of product positioning statement – relevancy and appropriateness in Japanese market
 - [_____].
2. Internal container (which holds the contents) packaging physical appearance – quality, attractiveness, materials used, use of color, images, other comments
 - [_____].
3. Internal packaging text and directions – interesting copywriting, sufficient information to feel confident to buy, other comments
 - [_____].
4. Contents physical qualities – flow, clarity, consistency, color, smell
 - [_____].
5. Contents taste evaluation – strength, sweetness, compatibility with yoghurt/teas and other foods commonly sweetened, other factors
 - [_____].
6. Physical size and weight of product, compared with Japanese consumer expectations
 - [_____].
7. Packaging functionality – opening/closing, ability to preserve contents, dispensing ability, functional design values. (Good or negative comments, improvements needed if any)
 - [_____].

Market

8. Special certificates, marks, properties of product and how they will influence your decision to buy (e.g., organic, FDA-certified, no preservatives, etc.)?
 - [_____].
9. What do you think of suggested pricing?
 - () Expensive () Cheap () Just right
10. Why?
 - [_____].
11. Would you give this product as a present or sample to a friend?
 - () Yes () No

12. Why?

- [_____].

13. * Will this product sell well in Japan?

- Yes No Maybe

14. Why?

- [_____].

15. Would you buy this product online directly from Australia?

- Yes No Maybe

16. Why?

- [_____].

17. Do you want to try other products from this company?

- Yes No Maybe

Competition

18. Give URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.

- [www._____]

19. Give 2nd URL for competing product, as sold on Amazon.co.jp, Rakuten.co.jp, or other Japanese EC website.

- [www._____]