







【アンケート調査・分析】

FOCUS GROUP SAMPLING - QUESTIONNAIRE	
Date	
Product	

Dear Participant

Please take a few minutes to complete this form and all information provided will be kept strictly private and confidential to the consultant and respective manufacturers. We greatly appreciate your patience and cooperation in this survey.

Please fill in your personal information. Thank you.

Gender		Age	
Profession		Marital Status	

Please tick the necessary box(es) and answer the questions.

1. Have you seen similar product in Singapore?

YES NO

If YES, please indicate which product, where you have seen it and the price.

2. Would you buy this product WITHOUT tasting it?

YES NO

If YES, why?

If YES, how much are you willing to pay?

Minimum: S\$ _____ Maximum: S\$ _____

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◆実施日と商品名

◆属性情報
対象者の属性を把握し、調査項目との相関を調べる

◆同じような商品を知っているか？
類似商品、競合商品の認知度を調べる

◆**テイスティング前**に購入したいかどうか
購入目的と味、価格、パッケージとの関連性を調べる

◆いくらならこの商品を買うか、価格帯をチェックする

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3. AFTER tasting, would you buy this product?
YES Please answer Question 4 and 5.
NO Please answer Question 6.

4. IF YES to Question 3, how often would you buy this product for yourself or family?
Every week How many times? _____
Every month How many times? _____
Occasionally How many times? _____
If Occasionally, why?

5. IF YES to Question 3, how much are you willing to pay?
Maximum: S\$ _____

6. IF NO to Question 3, why?

7. Where do you think this product should be sold?
(you may tick multiple boxes in your honest opinion)

a) Department stores
Examples (names): _____

b) Supermarkets
Examples (names): _____

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◆ **テイスティング後の志向**
今後の購入可能性や購入頻度を推測

◆ **いくらならこの商品を買うか、価格帯をチェックする**

◆ **買わない理由から、課題点を推測**

◆ **どこで売っている商品だと思うか？**
生活水準とニーズ、志向性との関連と、今後のターゲット
(商談先)を推測

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c) Specialty Shops
Examples (names/ types): _____

d) Cafes

e) Restaurants

f) Convenience Stores

g) Online/ Internet

h) Others
Examples (names/ types): _____

8. Please rank the following influencing factors which may affect your purchase decision.

	Very Important 1	Fairly Important 2	Not Sure 3	Not so Important 4	Not At All Important 5
Packaging	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interesting Story on how the product came about	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
History of Manufacturer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ingredients Used	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Price	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If there are other influencing factors not listed above, please specify:

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◆どこで売っている商品だと思うか？
生活水準とニーズ、志向性との関連と、今後のターゲット（商談先）を推測

◆点数表
パッケージ、味、ストーリー性、企業の歴史、素材など、購入ポイントを探る

◆その他の要因について
商品に対する潜在的なニーズを探る

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9. Please provide additional comments of this product, if any.

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◆自由記述

商品に対する感想を自由に記載、商品に対する関心の程度やライフスタイルを推測