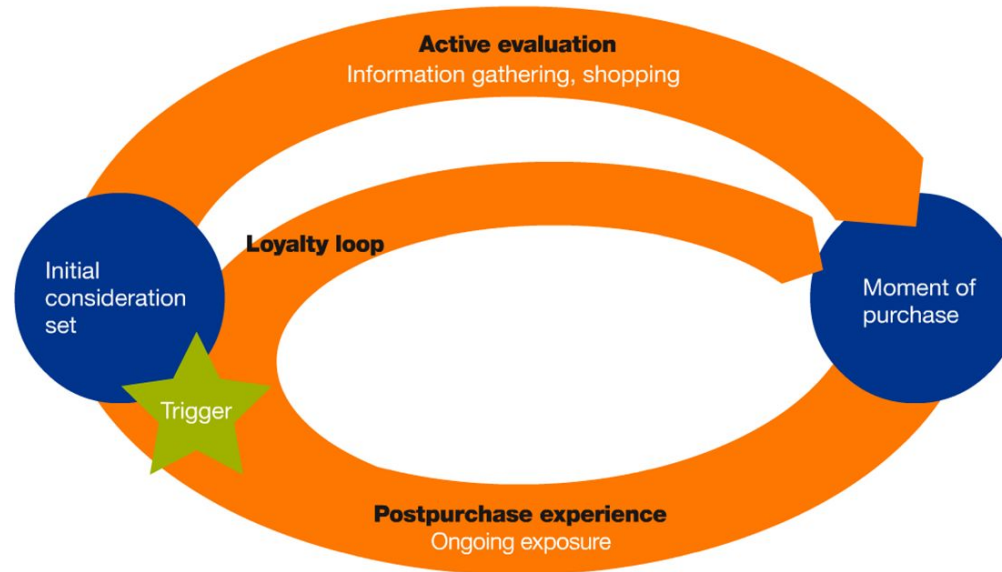
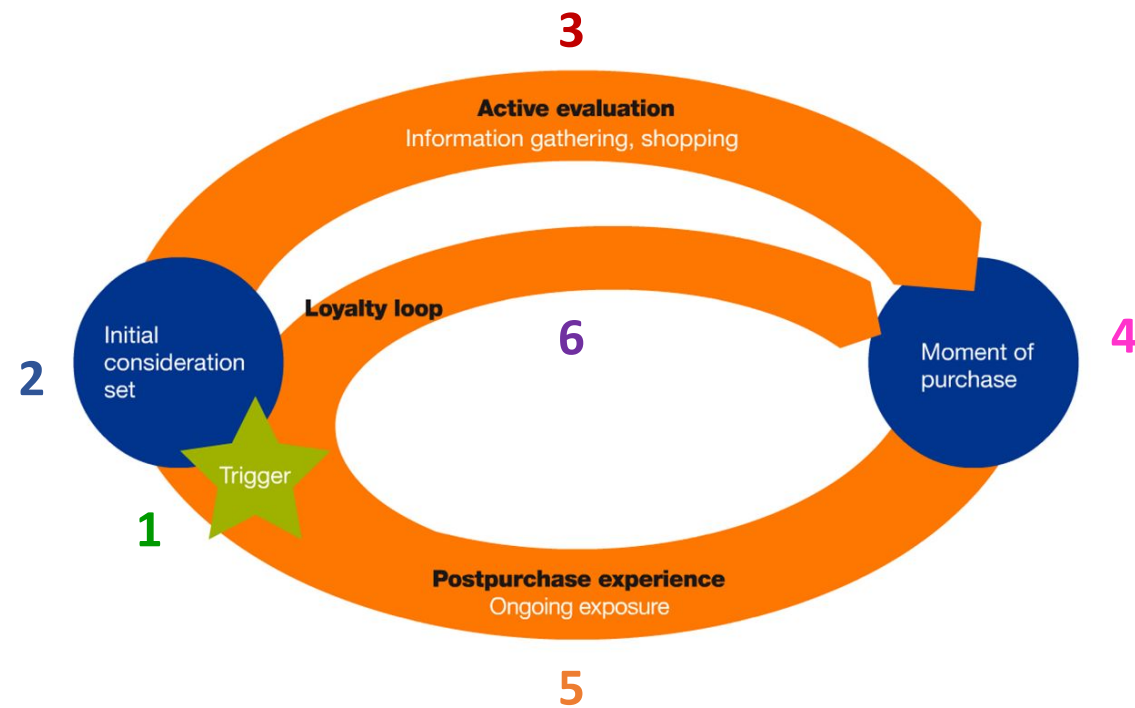


Interview Questions Workshop

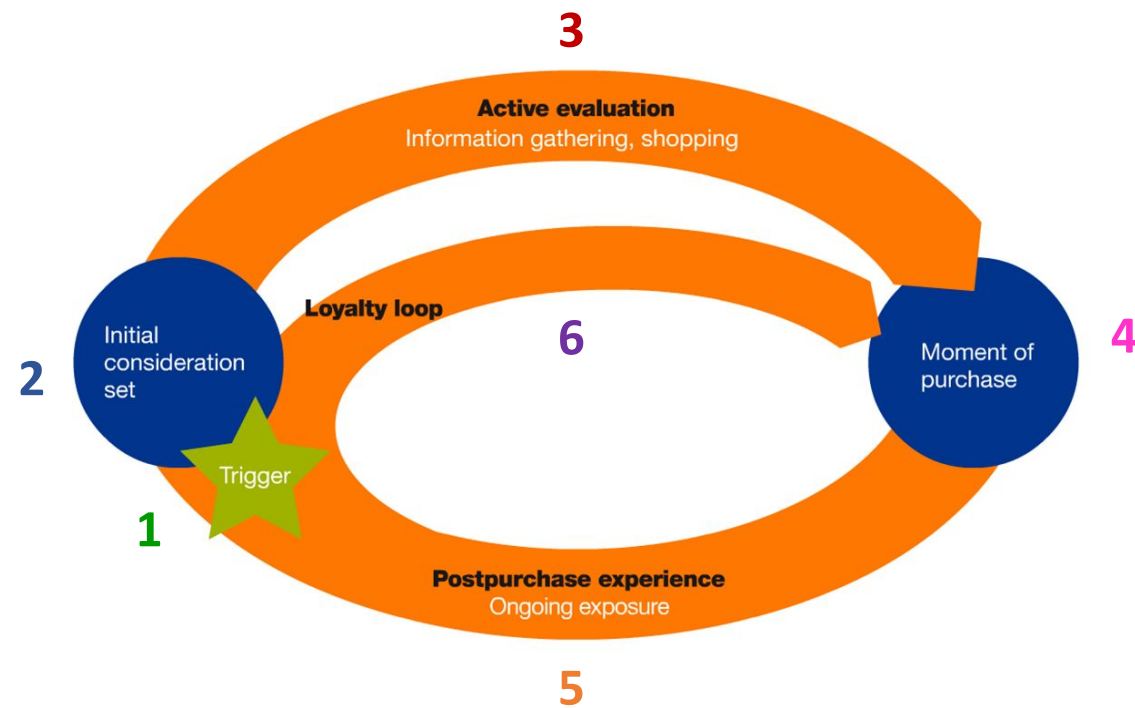


“Consumer Decision Journey” Model

- Questions development
- Mock interview (20 minutes)

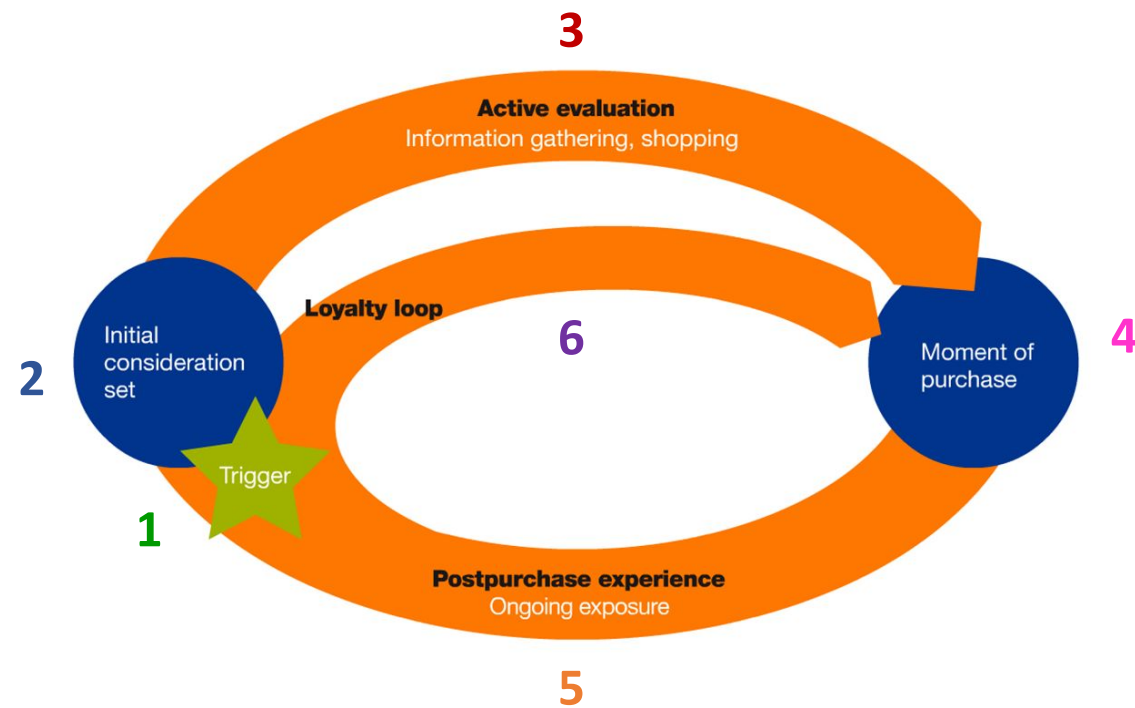


1. Questions regarding **problem recognitions** (i.e. what trigger the target market to purchase the cold relief medication for children) and **motivation** (i.e. what drives that drive them to solve problem)
2. Questions regarding **information search** (i.e. what are the information the target market look for) and **perception** (i.e. what are the perceptions they have toward the information received)
3. Questions regarding **alternative evaluation** (i.e. what are criteria used in evaluating product)
4. Questions regarding **outlet and point of purchase** (i.e. where does the target market purchase the product, what are factors that influence at POP)
5. Questions regarding **post-purchase** (i.e. how does the target market use and dispose the product,)
6. Questions regarding **loyalty and repurchase** (i.e. what make the target market satisfy or dissatisfied, whether they go back to buy the same product)



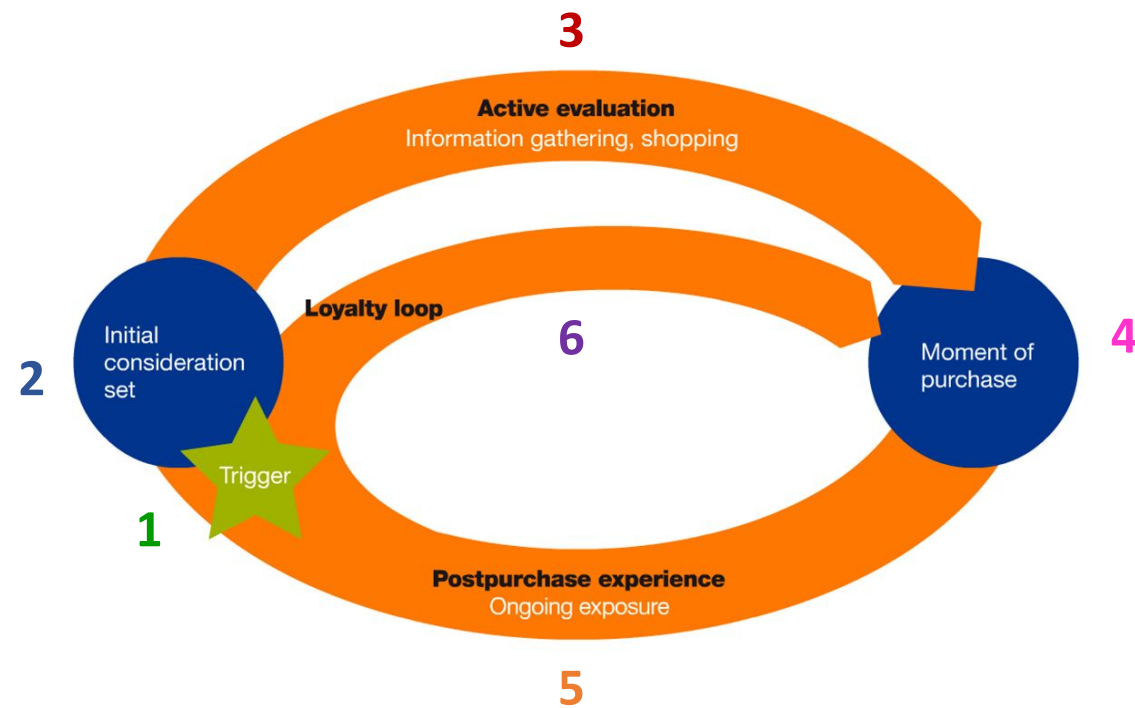
Questions regarding **problem recognitions** (i.e. what trigger the target market to purchase the cold relief medication for children) and **motivation** (i.e. what drives that drive them to solve problem)

- Do you have problems about blanket falling of body at night? How do you solve the problem? What do you currently use and not facing this problem?
- If you are facing with coldness, what product do you currently use to solve the the problem? Could you explain the similarities and differences choice of product used under different situation i.e. at home or out of home usage
- What motivate you to buy this product or brand? Why this one not the others?



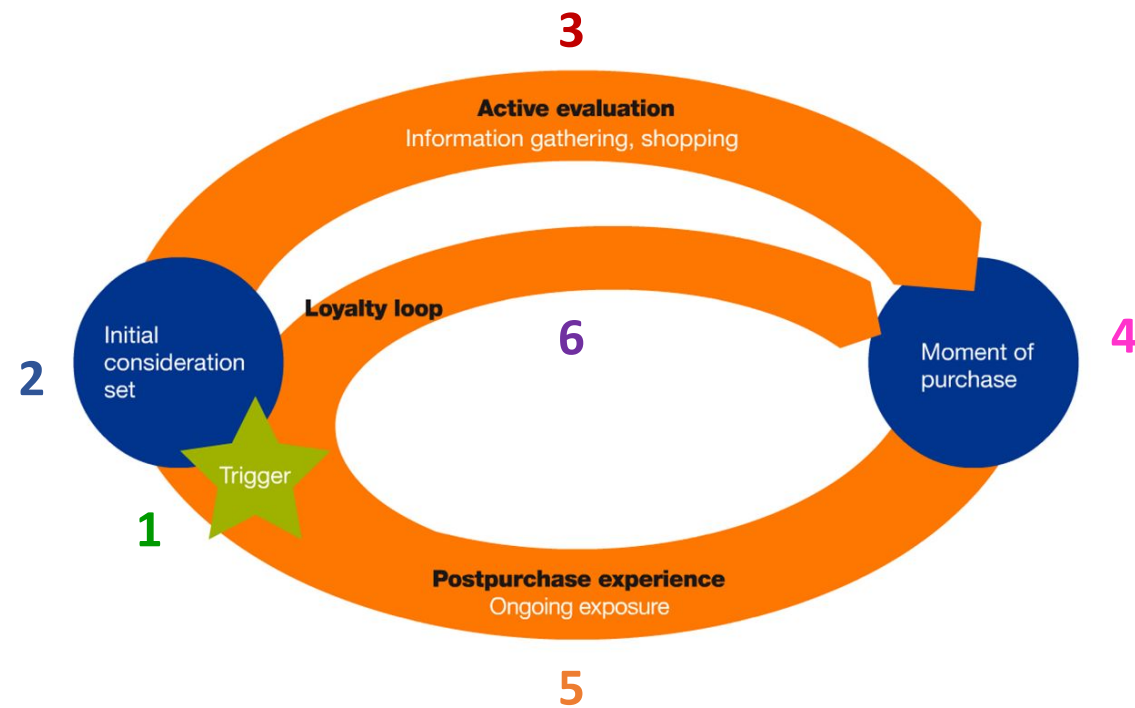
Questions regarding **information search** (i.e. what are the information the target market look for) and **perception** (i.e. what are the perceptions they have toward the information received)

- What brands/ products come to your mind when you think about buying blanket and sweater? Why?
 - Where have you heard about these brands in the first place?
 - Where do you look for information when buying this kind of products?
- How do feel towards a product that contain a combination of blanket and sweater?
 - See the picture, what are your impression towards this product?



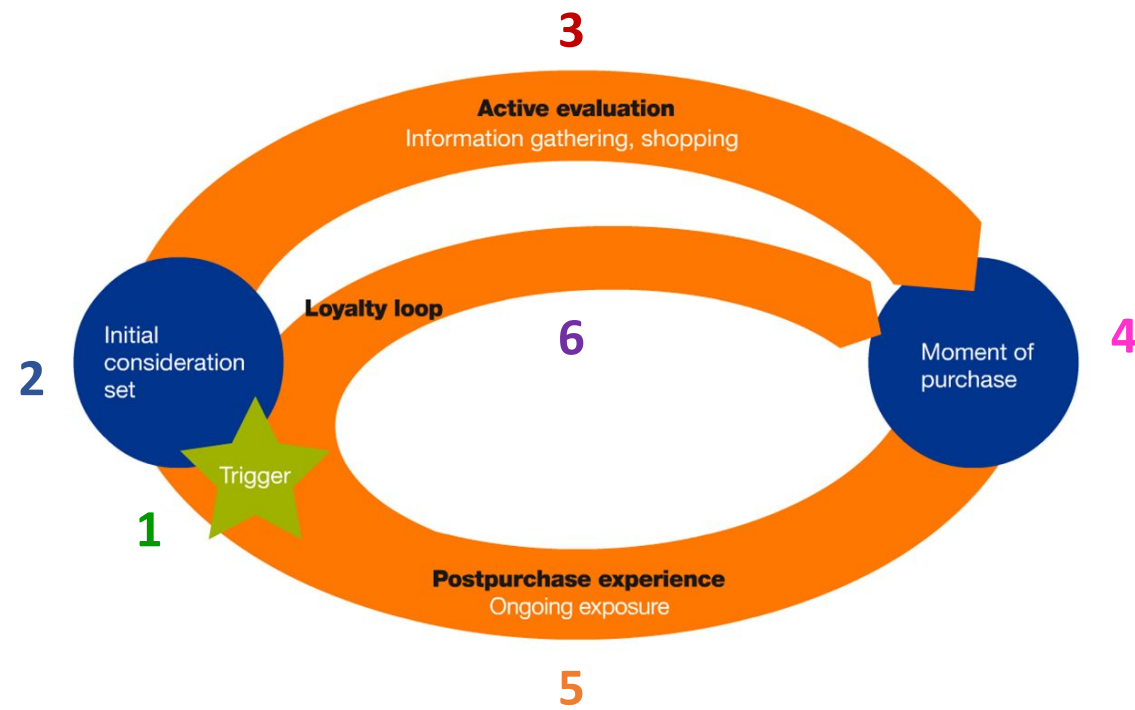
Questions regarding **alternative evaluation** (i.e. what are criteria used in evaluating product)

- What criteria you would consider in buying this product?
- Please describe your dream blanket? How would it be?
 - Price – how much are you willing to pay?
 - Color – please rank the top 3 colors you prefer
 - Design – what design you prefer
 - Quality – any specific quality you prefer in blanket
- Do you think the current feature of this blanket is good enough to solve your problem? If yes, what feature you like the most? If not, what would you recommend it to have?
 - What are other option you consider in solving problem?
- Who influence you to select certain brand? Could you name and net idol that you currently follow?



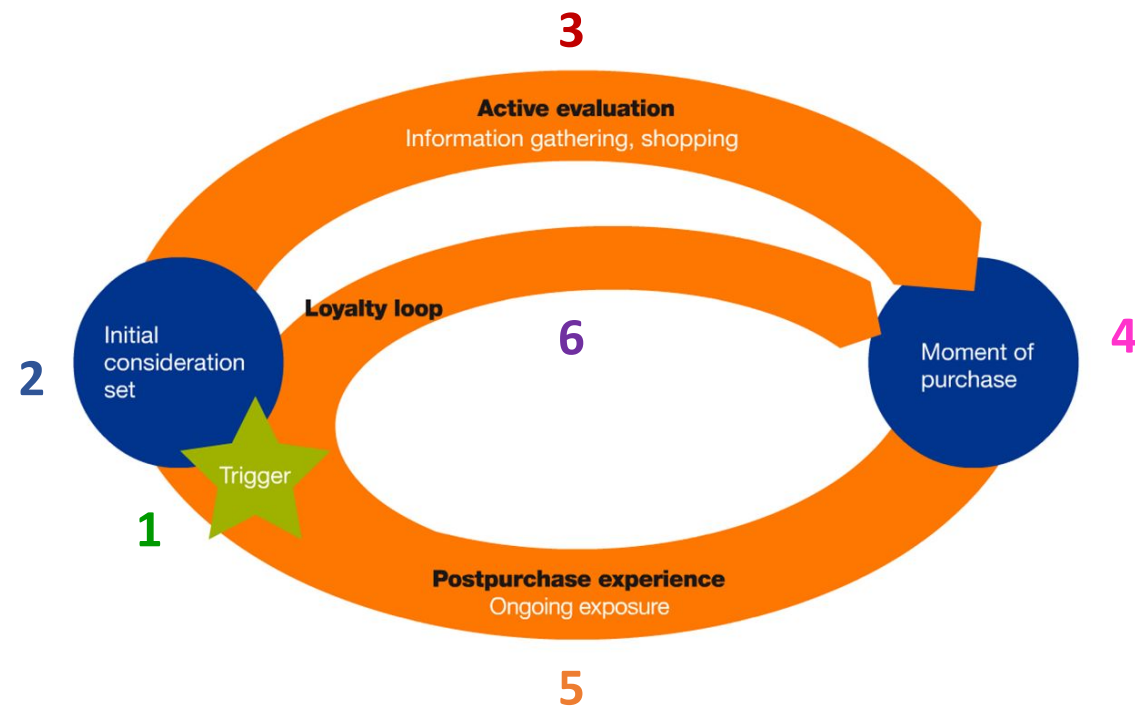
Questions regarding **outlet and point of purchase** (i.e. where does the target market purchase the product, what are factors that influence at POP)

- Where do you normally buy this product? If you can recommend, where you would want to the product to be sold?
 - Do you prefer online or offline platform? Why?
 - What kind of promotion you expect to see at the store?
- Do you expect this product to be sold in what store? How does the store atmosphere and decoration influence you to purchase?



Questions regarding **post-purchase** (i.e. how does the target market use and dispose the product,)

- How often do you use this product? Where do you use it?
- What situation that you consider using this product?



Questions regarding **loyalty and repurchase** (i.e. what make the target market satisfy or dissatisfied, whether they go back to buy the same product)

- How satisfy you are with the existing products that you use? Why do you like or why not?
 - What would make you happen about this product?
- Would consider repurchase the existing one that you use? Why?
 - Would recommend this product to other? Why or why not?