

Questions for consumer decision journey interview

Situation

1. When (what situation, occasion) that you normally associate (i.e. look for info, purchase, or use) yourself with massage and spa?
2. What are other products that they would purchase/use if service from massage and spa are not available? Why so?
3. What time do you usually go to the spa?
4. What kind of the spa atmosphere that would encourage or discourage you to visit or use the service?
5. Who are the people that you go to spa with? Why these people? How do they influence your decision? Who influence you to go to the spa?
6. What massage that spa that you currently go? What branches? Why do you select the branch?

Trigger and Motivation

1. What is the motivation behind the purchase of massage and spa service?
2. What would trigger you to purchase massage and spa service?
3. What do you want to achieve/get from using massage and spa service?
4. Could describe the current state of your health condition? How you normally plan to improve it?

Initial Consideration

1. When you are exhausted (based on the trigger), what do you consider as a way to get rid of it? Why do you think of these so?
2. If you are facing with stress/muscle tension, what are product/brand that come to your mind?
3. What brands comes to your mind when thinking about massage and spa?
4. How do you know about these brands?
5. Could you name massage and spa place that you know? Out of those, which one would you consider? Why? Which one would you not consider? Why?

External search

1. How do you look for information about massage and spa?
2. Where do you search for information about massage and spa? What platform? Why so?
3. Which one is the most trustable source? Why?
4. Which media do you expose to in your daily life? How much time do you spend on each media per day? How does each one relates to the search of information about massage and spa.
5. What are the keywords/influencers/ KOLs used in searching for massage and spa? Name them please.
6. What are the information that you are looking for when searching for information about massage and spa?

Perception

1. What is your perception toward massage and spa? What do you think about Let's Relax Spa? What do think about ... competitors?

2. What you think about spa with herbal usage? What do you think about aromatherapy? Do you think that the services should be combined or not? Why or why not?
3. Describe the five senses that you receive from massage and spa?
4. Five words to describe massage and spa/ Let's Relax?
5. What media you expose to? What kind of information be attractive to you? Attractive information/ communication should consist of what?

Active Evaluation

1. What are the criteria (characteristics) that you will use in evaluating (comparing) massage and spa? ... fit or match with what you want.
 - a. Price – what price are you willing to pay?
 - b. Quality – describe quality
 - c. Location – which location is best for you?
2. Rank the criteria...why so?
3. Could you please describe the course that you choose? Why do you choose so?
4. When you are making the decision, are you willing to sacrifice one attribute over the others? What are those attributes? (Ex. Give up low price for something else).
5. Please describe how you finally choose the spa that you want to go to? Who influence your decision?

Moment of Purchase

1. How do you normally purchase massage and spa service? (online or offline)...why so?
2. Factors at the store (online) that influence about your purchase?
3. What cause you to change you mind or switch brand?

Post purchase and loyalty

1. What are the factors that make you like/or dislike about massage and spa service?
2. How was you positive experience (negative experience) with massage and spa (Let's Relax Spa) look like?
3. What are your expectations when receiving service from massage and spa?
4. What do you normally do when happy or unhappy? Why?
5. Have you ever bought massage and spa package and did not use? Why so?