**4Tune**

*ASU30*

*ASU30 and ATUU30 are acronyms for Adult Smoker Under 30 and Adult Tobacco User Under 30. The term ‘adult’ is defined by local law, but shall in no circumstance refer to any person under the age of 18. Likewise, consistent with BAT’s International Marketing Standards, terms such as ‘consumer’, ‘target consumer’, ‘smoker’, or ‘target audience’ refer only to smokers whom are adults.*

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QUESTIONNAIRE FLOW: SCREENER

|  |  |  |  |
| --- | --- | --- | --- |
| **Section** | **Question #** | **Question** | **Type** |
| **SCREENER** | S1a | Gender | Not asked |
| S1b | Center | Single |
| S2a | Age Screening (Exact Age) | Value |
| S2b | Age Screening (2) | Single |
| S3a | Trade / profession screening | Multi |
| S3b | Whether participated in market research | Single |
| S3c | Whether participated in tobacco research | Single |
| S4 | Smoke cigarettes daily | Single |
| S5 | Average daily consumption | Value |
| S6 | Regular brand | Single (define) |
| S7 | Time with regular brand | Single |
| S8a-c | Demographic questions to be included as per market needs | Single |
| S9 | Occasional brands | Multi (define) |
| S10 | Regular brand disposition | Single |

QUESTIONNAIRE FLOW: MAIN INTERVIEW

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Section** | | **Question #** | **Question** | **Type** |
| **BRAND AWARENESS, USAGE & DISPOSITION** | | Q1 | Regular brand reconfirmation | Single (define) |
| Q2 | Prompted awareness | Multi |
| Q3 | Trial in last 3 months | Multi |
| Q4 | Evoke set formation | Not asked |
| Q5 | Image ratings of Regular brand House, Test brand House and Key competition | Scale 1-5 |
| **REPEATED FOR EACH OFFER** | **PRE SMOKE EVALUATION** | Q6 | Purchase intention | Single |
| Q7 | Image ratings of the offer | Scale 1-5 |
| Q8 | Modular imagery question (depending on which is the mix element under evaluation) | Scale 1-5 |
| Q9 | Overall appeal of the offer | Single |
| **POST SMOKE EVALUATION** | Q10 | Purchase intention | Single |
| Q11 | Purchase as regular / occasional / rarely | Single |
| Q12 | Image ratings of the offer | Scale 1-5 |
| Q13 | Overall appeal of the offer | Single |
| **RANKING SECTION** | | Q14 | Ranking of the offers | Ranking |
| Q15a | Likes of offer ranked best | Open ended |
| Q15b | Dislikes of offer ranked worst | Open ended |
| **END** | | | | |

|  |  |  |  |
| --- | --- | --- | --- |
| **MODULAR QUESTIONS** | | | |
| **PACK MODULE** | Q8 | Module for image ratings for pack | Scale 1-5 |
| **STICK MODULE** | Q8 | Module for image ratings for stick | Scale 1-5 |
| **COMMUNICATION MODULE** | Q8 | Module for image ratings for communication | Scale 1-5 |

SECTION I. SCREENER

#### S1a Record Gender (DO NOT ASK)

|  |  |
| --- | --- |
|  | CODE |
| Male | 1 |
| Female | 2 |

#### S1b Record Centre

|  |  |
| --- | --- |
|  | CODE |
|  | 1 |
|  | 2 |
|  | 3 |
|  | 4 |
|  | 5 |

#### S2a Good morning / afternoon / evening. My name is …………. I work for an independent market research company called ……… I wonder if I could ask you a few questions. First of all, how old are you?

INTERVIEWER TO ASK FOR EXACT AGE

IF EXACT AGE MENTIONED, FIRST CODE AGE. THEN CODE AGE RANGE IN THE GRID

IF EXACT AGE NOT MENTIONED/ REFUSED, ASK “In which of these age categories do you fall?”

Write in exact age

|  |  |
| --- | --- |
|  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| AGE |  |  | GO TO |
| Under 18 [or minimum legal age] | 1 |  | CLOSE |
| 18-20 | 2 |  | S2b |
| 21-24 | 3 |  |
| 25-29 | 4 |  | S3a |
| 30-34 | 5 |  |
| 35-44 | 6 |  |
| 45-54 | 7 |  |
| 55-64 | 8 |  |
| 65+ | 9 |  | CLOSE |

ASK S2B IF CODE 2/3 AT S2a (Depending on Minimum Legal Age)

#### S2B You mentioned that you are (READ AGE AT S2a) years old - which out of the following options best describes your age today?

|  |  |  |  |
| --- | --- | --- | --- |
| AGE | CODE |  | GO TO |
| I am 18 / 19/ 21 (depending on min legal age) years and 1 month | 01 |  | CLOSE |
| I am 18 / 19/ 21 (depending on min legal age) years and 2 months | 02 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 3 months | 03 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 4 months | 04 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 5 months | 05 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 6 months | 06 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 7 months | 07 |  | S3a |
| I am 18 / 19/ 21 (depending on min legal age) years and 8 months | 08 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 9 months | 09 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 10 months | 10 |  |
| I am 18 / 19/ 21 (depending on min legal age) years and 11 months but not yet 19 / 20/ 22 (depending on min legal age) years | 11 |  |
| I am 19 years old (depending on min legal age) | 12 |  |
| I am 20 years old (depending on min legal age) | 13 |  |
| I am 22 years old (depending on min legal age) | 14 |  |
| I am 23 years old (depending on min legal age) | 15 |  |
| I am 24 years old (depending on min legal age) | 16 |  |
| Refuse to answer | 99 |  | CLOSE |

#### S3a Do you or any of your close relatives work in any of the following trades or professions:

Show CARD/VISUAL. Read out list ([[1]](#footnote-1)).

|  |  |  |  |
| --- | --- | --- | --- |
| TRADES/PROFESSIONS | CODE |  | GO TO |
| Banking | 1 |  | S3b |
| Journalism/TV/Radio Reporting | - |  | CLOSE |
| Public relations | - |  |
| Market research | - |  |
| Advertising | - |  |
| Sale/Manufacture of tobacco products | - |  |
| Sale/Manufacture of beer or spirits | 2 |  | S3b |
| Any other | 3 |  |

#### S3b Have you participated in any market research survey in the last 3 months?

|  |  |  |  |
| --- | --- | --- | --- |
|  | CODE |  | GO TO |
| Yes | 1 |  | S3c |
| No | 2 |  | S4 |

#### S3c You said that you have participated in a market research survey in the last 3 months. What was the topic of the survey? Was that about tobacco?

|  |  |  |  |
| --- | --- | --- | --- |
|  | CODE |  | GO TO |
| Yes | 1 |  | CLOSE |
| No | 2 |  | S4 |

#### S4 Do you normally smoke at least one manufactured cigarette a day?

|  |  |  |  |
| --- | --- | --- | --- |
|  | CODE |  | GO TO |
| Yes | 1 |  | S5 |
| No | 2 |  | CLOSE |

#### S5 On average, how many manufactured cigarettes do you normally smoke a day?

|  |  |  |
| --- | --- | --- |
| RECORD THE EXACT NUMBER OF CIGARETTES CONSUMED PER DAY AND CODE TO THE CORRECT INTERVAL |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| AVERAGE DAILY CONSUMPTION | CODE |  | GO TO |
| 1-4 cigarettes a day | 1 |  |  |
| 5-9 cigarettes a day | 2 |  |  |
| 10-15 cigarettes a day | 3 |  |  |
| 16-20 cigarettes a day | 4 |  |  |
| 21-30 cigarettes a day | 5 |  |  |
| 31-40 cigarettes a day | 6 |  |  |
| 41-50 cigarettes a day | 7 |  |  |
| More than 50 cigarettes a day | 8 |  |  |

#### S6 What is your regular brand, that is, the one you smoke more than any other brand nowadays?

* DO NOT READ OUT LIST
* PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.)

|  |  |
| --- | --- |
| REGULAR BRAND | CODE |
|  | ……. |

* CODE EXACT VERSION BELOW. SINGLE CODE

|  |  |  |  |
| --- | --- | --- | --- |
| REGULAR BRAND | CODE |  | GO TO |
| Brand A | 1 |  | S7 |
| Brand B | 2 |  |
| Brand C | 3 |  |
| Brand D | 4 |  |
| …………………………………. | …… |  |
| Others | ……. |  | CLOSE |

#### S7 Since you were (MINIMUM LEGAL AGE) to the present day, for how long have you been smoking (READ BRAND CODED AT S6) as your regular brand?

|  |  |  |  |
| --- | --- | --- | --- |
| TIME WITH REGULAR BRAND | CODE |  | GO TO |
| Less than 3 months | 1 |  | CLOSE |
| 3 – 6 months (incl. 3 and 6 months) | 2 |  |
| 6 months - 1 year (incl. 1 year) | 3 |  | S8 |
| More than 1 year, up to 18 months (one and half years) | 4 |  |
| More than 18 months up to 2 years | 5 |  |
| 2 – 3 years (incl. 3 years) | 6 |  |
| 3 - 5 years (incl. 5 years) | 7 |  |
| 5 - 10 years (incl. 10 years) | 8 |  |
| More than 10 years | 9 |  |

***S8a-c: DEMOGRAPHIC SECTION – TO BE INCLUDED AS PER END MARKET NEEDS***

#### *S8a What is the highest Educational qualification you have achieved?*

*DETAILS TO BE MODIFIED BY fw AGENCY*

#### *S8b What is your average monthly household income?*

*DETAILS TO BE MODIFIED BY fw AGENCY*

#### *S8c What is your average monthly personal income?*

*DETAILS TO BE MODIFIED BY fw AGENCY*

#### S9 You said that your regular brand of cigarettes is (MENTION REGULAR BRAND). Do you smoke any other cigarette brand nowadays?

#### Which other cigarette brands? Any others? (FIXED PROBE)

* LIST IN ORDER OF MENTION. WRITE BRAND NAME AND UNIQUE BRAND CODE IN SPACES PROVIDED BELOW. USE BOOKLET I TO FIND BRAND CODE. PROBE RESPONDENT FOR HOUSE, FAMILY GROUP (TAR DELIVERY), FAMILY (LENGTH, FILTER/PLAIN, FLAVOUR) AND SKU DETAILS
* IF NO OCCASIONAL BRAND PRESENT, CODE 9999

|  |  |  |
| --- | --- | --- |
| ORDER | OTHER BRAND(S)  NAME | OTHER BRAND(S)  CODE |
| 1st |  |  |
| 2nd |  |  |
| 3rd |  |  |
| 4th |  |  |
| .... |  |  |

#### S10 You said that your current regular brand of cigarettes is (MENTION REGULAR BRAND). Could you please indicate, how likely is it that you will continue to smoke (MENTION REGULAR BRAND) as your regular brand in future?

|  |  |
| --- | --- |
| DISPOSITION TOWARDS REGULAR BRAND | CODE |
| I would definitely not continue to smoke  (MENTION REGULAR BRAND) as regular brand | 1 |
| I would probably not continue to smoke  (MENTION REGULAR BRAND) as regular brand | 2 |
| I may or may not continue to smoke  (MENTION REGULAR BRAND) as regular brand | 3 |
| I would probably continue to smoke  (MENTION REGULAR BRAND) as regular brand | 4 |
| I would definitely continue to smoke  (MENTION REGULAR BRAND) as regular brand | 5 |

SECTION II. BRAND AWARENESS, USAGE & DISPOSITION

#### Q1 RECONFIRM REGULAR BRAND FROM SCREENING (RECRUITMENT) Q’RE

* IF THE BRAND HAS A NUMBER OF VARIETIES, PROMPT FOR BRAND IDENTIFICATION (KS, MENTHOL, LIGHTS, SUPER LONG, ETC.). WRITE IN EXACT VERSION BELOW.

|  |  |
| --- | --- |
| REGULAR BRAND | CODE |
|  | ……. |

#### Q2 Please look at these cigarette brands. Please tell me all the brands you know or have heard of even if you have never smoked them. Any other? Any other? (FIXED PROBE)

* SHOW PHOTO BOARD I
* CODE EACH MENTION IN GRID BELOW
* MULTIPLE CODING POSSIBLE

#### Q3 Please look at these cigarette brands again. Please tell me which, if any, of them you have tried in the last 3 months, even if only once. Any other? Any other? (FIXED PROBE)

* SHOW PHOTO BOARD I
* CODE EACH MENTION IN GRID BELOW
* MULTIPLE CODING POSSIBLE

|  |  |  |
| --- | --- | --- |
| PRE SELECTED BRAND LIST | PROMPTED AWARENESS  (Q2) | TRIED IN LAST 3 MONTHS  (Q3) |
| Brand A | 1 | 1 |
| Brand B | 2 | 2 |
| Brand C | 3 | 3 |
| Brand D | 4 | 4 |
| Brand E | 5 | 5 |

Q4 FORMING THE EVOKE SET GRID

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* INSTRUCTION FOR QUESTIONNAIRE DESIGNER \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

*FORM EVOKE SET WITH THE REGULAR BRAND HOUSE, TEST BRAND HOUSE AND A KEY COMPETITION HOUSE / COMPETITION TESTED IN THIS STUDY. SUPPOSE IF THE STUDY IS DUNHILL KS PACK CHANGE AND MARLBORO RED IS A KEY COMPETITOR, AND THE RESPONDENT SMOKES KENT HD, THE EVOKE SET WILL COMPRISE OF KENT, DUNHIL & MARLBORO. IF THE REGULAR BRAND HOUSE IS SAME AS THE TEST BRAND HOUSE OR THE COMPETITION HOUSE, THEN INCLUDE ANOTHER COMPETITION. THE ESSENSE IS THAT, EACH RESPONDENT SHOULD RATE STRICTLY THREE BRANDS AT THIS STAGE – NOT ONE LESS, NOT ONE MORE*

|  |  |  |  |
| --- | --- | --- | --- |
|  | *BRAND NAME* | *BRAND CODE* | |
| *TEST BRAND HOUSE* |  | |  |
| *KEY COMPETITION 1* |  | |  |
| *KEY COMPETITION 2* |  | |  |

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* INSTRUCTION ENDS \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

SAY: I would like your opinion on a few brands on a series of attributes. As an example, please take a look at this card (DISPLAY EXAMPLE ATTRIBUTE CARD). One end of the card says “USE EVERYDAY” while the other end says “USE ONLY FOR SPECIAL OCCASIONS” and there are five boxes in between. If you think that you would use the brand every day, you would give it a score near this end of the scale (POINT TO BOXES 5 AND 4). If you think you would use the brand only on special occasions, you would give it a score near this end of the scale (POINT TO BOXES 2 AND 1).

EXAMPLE ATTRIBUTE CARD - ENSURE RESPONDENT HAS UNDERSTOOD THE SCALE BEFORE CONTINUING

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Use Everyday | 5 | 4 | 3 | 2 | 1 | Use only for special occasions |

FOR EACH BRAND, TAKE RATINGS ACROSS ALL ATTRIBUTES

ROTATE BRANDS

ONCE ONE BRAND RATING IS COMPLETE FOR ALL ATTRIBUTES, MOVE TO THE NEXT BRAND, AND SO ON

Q5 I will read a list of statements used to describe different characteristics for cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION BRAND) based on whatever you have seen or heard so far.

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| imagery |  |  |  |  |  |  | *INSERT REG BRAND HOUSE* | *INSERT TEST BRAND HOUSE* | *INSERT COMP BRAND HOUSE* |
| Not a Prestigious brand | 1 | 2 | 3 | 4 | 5 | A Prestigious brand |  |  |  |
| A Value brand | 1 | 2 | 3 | 4 | 5 | A Premium brand |  |  |  |
| A brand for adult smokers over 30 years | 1 | 2 | 3 | 4 | 5 | A brand for adult smokers below 30 years |  |  |  |
| A Traditional brand | 1 | 2 | 3 | 4 | 5 | A Modern brand |  |  |  |
| ***EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED*** | | | | | | | | | |
| Poor Value for Money brand | 1 | 2 | 3 | 4 | 5 | Good Value for Money brand |  |  |  |
| Low Quality Product | 1 | 2 | 3 | 4 | 5 | High Quality Product |  |  |  |
| Poor Taste | 1 | 2 | 3 | 4 | 5 | Good Taste |  |  |  |
| Unattractive Pack | 1 | 2 | 3 | 4 | 5 | Attractive Pack |  |  |  |
| Unattractive Stick | 1 | 2 | 3 | 4 | 5 | Attractive Stick |  |  |  |
| Overall the brand is not at all appealing to me | 1 | 2 | 3 | 4 | 5 | Overall the brand is extremely appealing to me |  |  |  |

SECTION III-A: PRE SMOKE EVALUATION [OFFER 1]

SAY: As you know from time to time a cigarette manufacturer changes its brand offering in the market e.g. Prices are changed, new pack sizes are launched, new brand or brand variants are launched, and new communication etc. are launched.

SHOW THE FIRST OFFER AS PER ROTATION

SAY: Please assume from now on these variants / this variant of (MENTION OFFER NAME) will be available in the market at a price of (MENTION PRICE) for a pack of (MENTION PACK SIZE) cigarettes. No other variants of (MENTION OFFER NAME) will be available in the market. These would be available at the stores where you usually purchase your cigarettes from.

We would now like to know your opinion of the complete offer shown here including the name, brand, packaging, product description & price of this product

Please take a look at this offer (GIVE RESPONDENT ENOUGH TIME)

NEW LAUNCHES:

* FOR COMPLETELY NEW LAUNCHES WHICH IS NOT PART OF AN EXISTING RANGE, QUESTION Q6a SHOULD BE ASKED
* FOR NEW RANGE EXTENSION (E.G. LAUNCH OF KENT NANO WHEN OTHER KENT VARIANTS ARE ALREADY AVAILABLE), Q6b QUESTION SHOULD BE ASKED

RELAUNCHES:

* FOR RELAUNCHES, WHERE A PARTICULAR VERSION OF AN EXISTING RANGE IS REPLACED (E.G. KENT SURROUND REPLACING KENT ACTRON), QUESTION Q6c SHOULD BE ASKED (6c.1 to SOB FRANCHISE & 6c.2 to CURRENT FRANCHISE)
* FOR RELAUNCHES, WHERE THE ENTIRE EXISTING RANGE IS REPLACED (E.G. PACK CHANGE OF AN EXISTING BRAND RANGE), QUESTION Q6d SHOULD BE ASKED (6d.1 to SOB FRANCHISE & 6d.2 to CURRENT FRANCHISE)

Q6a Suppose this offer is available where you usually purchase your cigarettes at a price of (MENTION PRICE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? SHOW CARD

|  |  |
| --- | --- |
| PURCHASE INTENTION |  |
| I would definitely not buy it | 1 |
| I would probably not buy it | 2 |
| I might or might not buy it | 3 |
| I would probably buy it | 4 |
| I would definitely buy it | 5 |

Q6b Suppose this offer is available where you usually purchase your cigarettes at a price of (MENTION PRICE) along with other currently available variants of (MENTION OFFER HOUSE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? SHOW CARD

|  |  |
| --- | --- |
| PURCHASE INTENTION |  |
| I would definitely not buy it | 1 |
| I would probably not buy it | 2 |
| I might or might not buy it | 3 |
| I would probably buy it | 4 |
| I would definitely buy it | 5 |

Q6c.1 FOR SOB FRANCHISE:

Suppose this version of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? SHOW CARD

|  |  |
| --- | --- |
| PURCHASE INTENTION |  |
| I would definitely not buy it | 1 |
| I would probably not buy it | 2 |
| I might or might not buy it | 3 |
| I would probably buy it | 4 |
| I would definitely buy it | 5 |

Q6c.2 FOR CURRENT FRANCHISE:

Suppose this version of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? SHOW CARD

|  |  |
| --- | --- |
| PURCHASE INTENTION |  |
| I would definitely not continue to buy it as my regular brand | 1 |
| I would probably not continue to buy it as my regular brand | 2 |
| I might or might not continue to buy it as my regular brand | 3 |
| I would probably continue to buy it as my regular brand | 4 |
| I would definitely continue to buy it as my regular brand | 5 |

Q6d.1 FOR SOB PANEL:

Suppose this range of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once? SHOW CARD

|  |  |
| --- | --- |
| PURCHASE INTENTION |  |
| I would definitely not buy it | 1 |
| I would probably not buy it | 2 |
| I might or might not buy it | 3 |
| I would probably buy it | 4 |
| I would definitely buy it | 5 |

Q6d.2 FOR CURRENT FRANCHISE:

Suppose this range of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand? SHOW CARD

|  |  |
| --- | --- |
| PURCHASE INTENTION |  |
| I would definitely not continue to buy it as my regular brand | 1 |
| I would probably not continue to buy it as my regular brand | 2 |
| I might or might not continue to buy it as my regular brand | 3 |
| I would probably continue to buy it as my regular brand | 4 |
| I would definitely continue to buy it as my regular brand | 5 |

Q7 Like before, I will read a list of statements used to describe different characteristics for cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen or heard so far.

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| imagery |  |  |  |  |  |  | Test Brand |
| Not a Prestigious brand | 1 | 2 | 3 | 4 | 5 | A Prestigious brand |  |
| A Value brand | 1 | 2 | 3 | 4 | 5 | A Premium brand |  |
| A brand for adult smokers over 30 years | 1 | 2 | 3 | 4 | 5 | A brand for adult smokers below 30 years |  |
| A Traditional brand | 1 | 2 | 3 | 4 | 5 | A Modern brand |  |
| ***EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED*** | | | | | | | |
| Poor Value for Money brand | 1 | 2 | 3 | 4 | 5 | Good Value for Money brand |  |
| Poor Taste | 1 | 2 | 3 | 4 | 5 | Good Taste |  |
| Strong Taste | 1 | 2 | 3 | 4 | 5 | Mild Taste |  |
| Unattractive Pack | 1 | 2 | 3 | 4 | 5 | Attractive Pack |  |
| Unattractive Stick (Optional) | 1 | 2 | 3 | 4 | 5 | Attractive Stick (Optional) |  |

Q8 MODULE TO BE ADDED AS PER INSTRUCTION BELOW

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* INSTRUCTION FOR QUESTIONNAIRE DESIGNER \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

*IMAGERY MODULE NEEDS TO BE INCOPORATED AS PER THE MIX UNDER EVALUATION (EITHER PACK OR STICK OR COMMUNCIATION) – SEE END OF DOCUMENT FOR SPECIFIC QUESTION / MODULE TO BE ADDED*

*WHICHEVER MIX IS GOING TO BE EVALUATED, CORRESPONDING IMAGERY WILL NOT GET CAPTURED IN ABOVE QUESTION – SO IF PACK IS BEING EVALUATED, WE NEED TO ADD THE PACK MODULE HERE, AND ALSO THE ATTRIBUTE PACK ATTRACTIVENESS IS REMOVED FROM THE AVOVE QUESTION*

*ALSO TO NOTE THAT THE TOTAL NUMBER OF IMAGE ATTRIBUTES COMBINING BOTH Q9 AND Q10 CANNOT BE MORE THAN 10.*

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* INSTRUCTION ENDS \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

Q9 Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, etc., could you tell me with the help of this CARD to what extent (MENTION OFFER NAME) is appealing to you?

|  |  |
| --- | --- |
| OVERALL APPEAL |  |
| Not at all Appealing | 1 |
| Not That Appealing | 2 |
| Quite Appealing | 3 |
| Very Appealing | 4 |
| Extremely Appealing | 5 |

I would now like you to try a stick of (MENTION OFFER NAME). Please smoke this cigarette to develop and opinion of the product experience.

OFFER 1 CIGARETTE FROM THE PACK.

WAIT FOR THE RESPONDENT TO FINISH SMOKING THE CIGARETTE. THE RESPONDENT SHOULD NOT BE SMOKING THE CIGARETTE WHILE ANSWERING ANY OF THE NEXT QUESTIONS

# SECTION III-B: POST SMOKE EVALUATION [OFFER 1]

NEW LAUNCHES:

* FOR COMPLETELY NEW LAUNCHES WHICH IS NOT PART OF AN EXISTING RANGE, QUESTION Q10a SHOULD BE ASKED
* FOR NEW RANGE EXTENSION (E.G. LAUNCH OF KENT NANO WHEN OTHER KENT VARIANTS ARE ALREADY AVAILABLE), Q10b QUESTION SHOULD BE ASKED

RELAUNCHES:

* FOR RELAUNCHES, WHERE A PARTICULAR VERSION OF AN EXISTING RANGE IS REPLACED (E.G. KENT SURROUND REPLACING KENT ACTRON), QUESTION Q10c SHOULD BE ASKED (10c.1 to SOB FRANCHISE & 10c.2 to CURRENT FRANCHISE)
* FOR RELAUNCHES, WHERE THE ENTIRE EXISTING RANGE IS REPLACED (E.G. PACK CHANGE OF AN EXISTING BRAND RANGE), QUESTION Q10d SHOULD BE ASKED (10d.1 to SOB FRANCHISE & 10d.2 to CURRENT FRANCHISE)

Q10a Having tried the product, suppose this offer is available where you usually purchase your cigarettes at a price of (MENTION PRICE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not buy it | 1 |  | Q12 |
| I would probably not buy it | 2 |  |
| I might or might not buy it | 3 |  |
| I would probably buy it | 4 |  | Q11 |
| I would definitely buy it | 5 |  |

Q10b Having tried the product, suppose this offer is available where you usually purchase your cigarettes at a price of (MENTION PRICE) along with other currently available variants of (MENTION OFFER HOUSE). Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not buy it | 1 |  | Q12 |
| I would probably not buy it | 2 |  |
| I might or might not buy it | 3 |  |
| I would probably buy it | 4 |  | Q11 |
| I would definitely buy it | 5 |  |

Q10c.1 FOR SOB FRANCHISE:

Having tried the product, suppose this version of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not buy it | 1 |  | Q12 |
| I would probably not buy it | 2 |  |
| I might or might not buy it | 3 |  |
| I would probably buy it | 4 |  | Q11 |
| I would definitely buy it | 5 |  |

Q10c.2 FOR CURRENT FRANCHISE:

Having tried the product, suppose this version of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other version of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not continue to buy it as my regular brand | 1 |  | Q12 |
| I would probably not continue to buy it as my regular brand | 2 |  |
| I might or might not continue to buy it as my regular brand | 3 |  |
| I would probably continue to buy it as my regular brand | 4 |  |
| I would definitely continue to buy it as my regular brand | 5 |  |

Q10d.1 FOR SOB PANEL:

Having tried the product, suppose this range of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in buying (MENTION OFFER NAME) at least once?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not buy it | 1 |  | Q12 |
| I would probably not buy it | 2 |  |
| I might or might not buy it | 3 |  |
| I would probably buy it | 4 |  | Q11 |
| I would definitely buy it | 5 |  |

Q10d.2 FOR CURRENT FRANCHISE:

Having tried the product, suppose this range of (MENTION OFFER NAME) is available where you usually purchase your cigarettes at a price of (MENTION PRICE) and no other range of (MENTION OFFER NAME) would be available in the market. Which of the following statements best describes how interested you would be in continuing to smoke (MENTION OFFER NAME) as your regular brand?

|  |  |  |  |
| --- | --- | --- | --- |
| REPEAT PURCHASE INTENTION |  |  | GO TO |
| I would definitely not continue to buy it as my regular brand | 1 |  | Q12 |
| I would probably not continue to buy it as my regular brand | 2 |  |
| I might or might not continue to buy it as my regular brand | 3 |  |
| I would probably continue to buy it as my regular brand | 4 |  |
| I would definitely continue to buy it as my regular brand | 5 |  |

Q11 If you were going to smoke this proposition in the future (MENTION OFFER NAME) would you smoke these cigarettes – as your regular brand or occasionally or rarely?

|  |  |
| --- | --- |
|  | CODE |
| As regular brand | 1 |
| Occasionally | 2 |
| Rarely | 3 |

Q12 Now that you have tried this product, I will again read a list of statements used to describe different characteristics for cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen or heard so far.

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| imagery |  |  |  |  |  |  | Test Brand |
| Not a Prestigious brand | 1 | 2 | 3 | 4 | 5 | A Prestigious brand |  |
| A Value brand | 1 | 2 | 3 | 4 | 5 | A Premium brand |  |
| A brand for adult smokers over 30 years | 1 | 2 | 3 | 4 | 5 | A brand for adult smokers below 30 years |  |
| A Traditional brand | 1 | 2 | 3 | 4 | 5 | A Modern brand |  |
| ***EITHER ONE OF PREMIUM/PRESTIGE AND/OR ASU30/MODERN TO BE ASKED DEPENDING ON THE BRAND(S) INTO CONSIDERATION – DELETE THIS ROW ONCE QUESTIONNAIRE IS FINALIZED*** | | | | | | | |
| Poor Value for Money brand | 1 | 2 | 3 | 4 | 5 | Good Value for Money brand |  |
| Low quality product | 1 | 2 | 3 | 4 | 5 | High quality product |  |
| Poor Taste | 1 | 2 | 3 | 4 | 5 | Good Taste |  |
| Strong Taste | 1 | 2 | 3 | 4 | 5 | Mild Taste |  |
| Unattractive Pack | 1 | 2 | 3 | 4 | 5 | Attractive Pack |  |
| Unattractive Stick (Optional) | 1 | 2 | 3 | 4 | 5 | Attractive Stick (Optional) |  |

Q13 Taking into account the OVERALL brand characteristics, such as pack, communication, image, price, product, etc., could you tell me with the help of this CARD to what extent (MENTION OFFER NAME) is appealing to you?

|  |  |
| --- | --- |
| OVERALL APPEAL |  |
| Not at all Appealing | 1 |
| Not That Appealing | 2 |
| Quite Appealing | 3 |
| Very Appealing | 4 |
| Extremely Appealing | 5 |

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* INSTRUCTION FOR QUESTIONNAIRE DESIGNER \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

*SECTIONS III-A AND III-B (PRE AND POST) WILL BE REPEATED FOR UP TO THREE MIX OFFERS UNDER EVALUATION (AS PER ROTATION), I.E. SECTION IV-A AND IV-B AND SECTION V-A AND V-B.*

*FOR ADDITIONAL MIX OFFERS (I.E. 4th.) ONLY CAPTURE THE FOLLOWING IN A SEQUENTIAL MANNER: PURCHASE INTENTION, OVERALL APPEAL AND KEY MIX ELEMENT RATING ON A 5 POINT.*

*AFTER THIS, THE DIRECT COMPARISON SECTION WOULD BE ADMINISTERED.*

*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\* INSTRUCTION ENDS \*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\**

# RANKING SECTION

SHOW ALL THE OFFERS EVALUATED, SIDE BY SIDE AND KEEP THEM IN FRONT OF THE RESPONDENT

SAY: We have come near the end of the interview. Please have a look at these offers together. These are the same offers that you have evaluated throughout the interview one after another.

Q14 Now I would like you to rank these offers in the order of your preference. Again remember, there is no right or wrong answer here. I just want your honest opinion on how you rank these offers against each other. So the offer you prefer the most will be ranked 1, then the next offer in your preference will get rank 2, and so on… For ranking, please consider overall brand characteristics, such as pack, communication, image, price, product, etc.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Mix Options | RANK | | | | |
| Option A | 1 | 2 | 3 | 4 | 5 |
| Option B | 1 | 2 | 3 | 4 | 5 |
| Option C | 1 | 2 | 3 | 4 | 5 |
| Option D | 1 | 2 | 3 | 4 | 5 |
| Option E | 1 | 2 | 3 | 4 | 5 |

NOW SHOW ONLY THE OFFERS RANKED FIRST AND LAST IN Q14. REMOVE ALL OTHER OFFERS

Q15a You have ranked this (POINT TO THE FIRST RANKED OFFER) offer as the best. Please tell me everything you liked about this offer in comparison to the other offers? Anything else? Anything else? FIXED PROBE

Open answer - Record verbatim

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |

Q15b You have ranked this (POINT TO THE LAST RANKED OFFER) offer as the worst. Please tell me everything you disliked about this offer in comparison to the other offers? Anything else? Anything else? FIXED PROBE

Open answer - Record verbatim

|  |  |  |
| --- | --- | --- |
|  |  |  |
|  |  |  |

# PACK MODULE: ATTRIBUTES

***TO BE INCORPORATED WHENEVER PACK IS THE SPECIFIC MIX UNDER EVALUATION – IT IS NOT MANDATORY TO INCLUDE THE WHOLE GRID / IMAGERY LIST IN THE MAIN SECTION; ONE CAN CHOOSE 4-5 IMAGE ATTRIBUTES FROM THIS LIST ENSURING AT THE SAME TIME THAT THE TOTAL NUMBER OF ATTRIBUTES FOR THE IMAGERY SHOULD BE 10 AT THE MAXIMUM.***

Q8 I will read a list of statements used to describe the packaging of different cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen or heard so far?

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* THE ORDER OF RATING ATTRIBUTES SHOULD BE ROTATED WITH THE LAST STATEMENT NOT BEING ROTATED AND ALWAYS BEING RATED LAST

SAY: Please note that here we are asking you to rate only the pack. Please consider only the pack while rating, and not the brand, stick, product or anything else.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  | Test Brand |
| Pack does not fit with \_\_\_\_\_ (MENTION TEST BRAND HOUSE) | 1 | 2 | 3 | 4 | 5 | Pack fits well with \_\_\_\_\_ (MENTION TEST BRAND HOUSE) |  |
| Pack does not reflect a high quality brand | 1 | 2 | 3 | 4 | 5 | Pack reflects a high quality brand |  |
| Pack connotes strong tasting cigarettes | 1 | 2 | 3 | 4 | 5 | Pack connotes mild tasting cigarettes |  |
| Pack meant for women | 1 | 2 | 3 | 4 | 5 | Pack meant for men |  |
| A pack I am not proud to display | 1 | 2 | 3 | 4 | 5 | A pack I am proud to display |  |
| ALWAYS ASK LAST:  Overall the pack is Unattractive | 1 | 2 | 3 | 4 | 5 | Overall the pack is Attractive |  |

# STICK MODULE: ATTRIBUTES

***TO BE INCORPORATED WHENEVER STICK IS THE SPECIFIC MIX UNDER EVALUATION – IT IS NOT MANDATORY TO INCLUDE THE WHOLE GRID / IMAGERY LIST IN THE MAIN SECTION; ONE CAN CHOOSE 4-5 IMAGE ATTRIBUTES FROM THIS LIST ENSURING AT THE SAME TIME THAT THE TOTAL NUMBER OF ATTRIBUTES FOR THE IMAGERY SHOULD BE 10 AT THE MAXIMUM.***

Q8 I will read a list of statements used to describe the sticks of different cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen or heard so far?

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* THE ORDER OF RATING ATTRIBUTES SHOULD BE ROTATED WITH THE LAST STATEMENT NOT BEING ROTATED AND ALWAYS BEING RATED LAST

SAY: Please note that here we are asking you to rate only the stick. Please consider only the stick while rating, and not the brand, pack, product or anything else.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  | Test Brand |
| Stick does not fit with \_\_\_\_\_ (MENTION TEST BRAND HOUSE) | 1 | 2 | 3 | 4 | 5 | Stick fits well with \_\_\_\_\_ (MENTION TEST BRAND HOUSE) |  |
| Stick does not reflect a high quality brand | 1 | 2 | 3 | 4 | 5 | Stick reflects a high quality brand |  |
| Stick connotes strong tasting cigarettes | 1 | 2 | 3 | 4 | 5 | Stick connotes mild tasting cigarettes |  |
| Stick meant for women | 1 | 2 | 3 | 4 | 5 | Stick meant for men |  |
| A stick I am not proud to display | 1 | 2 | 3 | 4 | 5 | A stick I am proud to display |  |
| ALWAYS ASK LAST:  Overall the stick is Unattractive | 1 | 2 | 3 | 4 | 5 | Overall the stick is Attractive |  |

# COMMUNICATION MODULE: ATTRIBUTES

***TO BE INCORPORATED WHENEVER COMMUNICATION IS THE SPECIFIC MIX UNDER EVALUATION – IT IS NOT MANDATORY TO INCLUDE THE WHOLE GRID / IMAGERY LIST IN THE MAIN SECTION; ONE CAN CHOOSE 4-5 IMAGE ATTRIBUTES FROM THIS LIST ENSURING AT THE SAME TIME THAT THE TOTAL NUMBER OF ATTRIBUTES FOR THE IMAGERY SHOULD BE 10 AT THE MAXIMUM.***

Q8 I will read a list of statements used to describe the communications of different cigarettes. There is no right or wrong answer, I just want your opinion of (MENTION OFFER NAME) based on whatever you have seen or heard so far?

* PROBE FULLY. IF “DON’T KNOW / CAN’T SAY” – CODE ‘8’.
* THE ORDER OF RATING ATTRIBUTES SHOULD BE ROTATED WITH THE LAST STATEMENT NOT BEING ROTATED AND ALWAYS BEING RATED LAST

SAY: Please note that here we are asking you to rate only the communication. Please consider only the communication while rating, and not the brand, stick, pack, product or anything else.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  |  |  |  |  | Test Brand |
| The communication does not catch attention | 1 | 2 | 3 | 4 | 5 | The communication catches attention |  |
| The communication is not easy to understand | 1 | 2 | 3 | 4 | 5 | The communication is easy to understand |  |
| The claims of the communication are not believable | 1 | 2 | 3 | 4 | 5 | The claims of the communication are believable |  |
| The communication is not interesting | 1 | 2 | 3 | 4 | 5 | The communication is interesting |  |
| The communication does not fit with \_\_\_\_\_ (MENTION TEST BRAND HOUSE) | 1 | 2 | 3 | 4 | 5 | The communication fits well with \_\_\_\_\_ (MENTION TEST BRAND HOUSE) |  |
| ALWAYS ASK LAST:  Overall I do not find the communication appealing | 1 | 2 | 3 | 4 | 5 | Overall I find the communication appealing |  |

1. (1) Local additions to list possible if required by the local CORA/Legal [↑](#footnote-ref-1)