

PROJECT CONTEXT AND KEY OBJECTIVES

To understand Uzbek diaper market better; the consumer, the category, needs and behavior

To develop communication and marketing strategies to improve the market share and enable the brand a strong positioning

TARGET PROFILE

Huggies, Prima and Evy Baby user mothers

RESEARCH DESIGN

Total 6 in-home visits lasting max 1,5 hours each, with simultaneous translation and client participation.

SAMPLE PLAN

IN-HOME VISIT	
1	20-35 y.o mother having 6-36 months baby, Users of taped diapers size 4 (7-18 kg), Mid-high income level (AB or C1) Huggies Ultra Comfort or Pampers Active Baby most often user, Decision makers on brands
2	20-35 y.o mother having 6-36 months baby, Users of taped diapers size 4 (7-18 kg), Mid-high income level (AB or C1) Huggies Classics most often user, Decision makers on brands
3	20-35 y.o mother having 6-36 months baby, Users of taped diapers size 4 (7-18 kg), Mid-low income level (C2 or D) Evy Baby most often user, Decision makers on brands
4	20-35 y.o mother having 6-36 months baby, Users of taped diapers size 4 (7-18 kg), Mid-high income level (AB or c1) Huggies Ultra Comfort or Pampers Active Baby most often user, Decision makers on brands
5	20-35 y.o mother having 6-36 months baby, Users of taped diapers size 4 (7-18 kg), Mid-low income level (C2 or D) Huggies Classics most often user, Decision makers on brands
6	20-35 y.o mother having 6-36 months baby, Users of taped diapers size 4 (7-18 kg), Mid-high income level (AB or C1) Evy Baby most often user, Decision makers on brands”

MODERATOR CHECKLIST

✓ Audio recorder
✓ Discussion Guide
✓ Materials: Cards with the diaper logos on
✓ Claims Cards

✓ Product Benefit Card

MODERATOR GUIDE

1. INTRODUCTION OF THE MODERATOR AND THE AGENCY – 5 MINUTES

OBJECTIVE OF THIS SECTION: To explain the purpose of the research and what is expected.

Introduce self and the agency

Thank respondent for their time and valued opinions

Explain that this study is being carried out on behalf of a diaper company to find out how people choose and use diaper brands and what they experience with them. The research will help them to understand consumer's expectations and reactions about the brands and products to deliver better service.

Tell her the purpose of the presence of the colleagues and translators.

Mention Ethical Code of Conduct and confidentiality (as appropriate by market).

Stress there are no right or wrong answers – we are just interested in hearing own views and opinions.

Inform about the time frame: The visit will last around 1,5 hours.

Tell her about audio-recording and getting the consent: Being audio recorded for analysis purposes only.

2. INTRODUCTION OF THE MOTHER – 5 MINUTES

OBJECTIVE OF THIS SECTION: To get an overall understanding of her and her family.

- Can you tell me about yourself and your family?
 - How many children do you have? How old are they? How old is the baby?
 - How many people live in this house?
- Are you the only one who takes care of the baby? Is it usually the way it happens in your country?
- Are you a working mother?
 - If yes, what do you do?
 - If no: Were you working before you had your child? If yes: Are you planning get back to work after a while? Why?
- What is really important for you in life? What are your values?

3. ROUTINE – 10 MINUTES

OBJECTIVE OF THIS SECTION: To learn about her everyday routine and diaper usage habits.

- Let's talk about your routine: What do you do during the day? How are your days passing?
Can you tell me about your routine, from the morning until you go to bed?

Moderator attention: Let the respondent speak freely first. Then ask about her baby's routine.

- What time do you wake up? What time does your baby wake up?
 - Is her/his sleep routine well?
 - Does he/she wake up in the night? Why? To be fed or because of diaper change?
 - How many times a night?
- What are you doing with your baby during the day? Are you regularly taking him/her out? Why? (Please elaborate: To take fresh air, to make her/him sleep, to play, to visit friends, etc.)
- What do you do with her/him at home? (Please elaborate: Play, watching tv, feeding, etc.)
- Do you find time to take care of yourself?
 - If yes, what do you prefer to do at those times?
 - If no, what would you like to do if you had free time in a day?
- How many diapers do you use in a day and night? Does it change according to the season? How and why?
- Are there times that you leave your baby wander without diaper? When? Why? For how long?
- How do you understand that the diapers need to be changed? How do you check?
- How do you clean her/him after you take the diaper off?
- How frequently do you wash your baby?
- When do you plan to start toilet training? Why? How will you start?

4. BEING A MOTHER – 10 MINUTES

OBJECTIVE OF THESE SECTION: To get to know the mother; her feelings about being a mother, her happy moments, worries, needs and expectations.

- Let's talk about being a mother: What comes to your mind when I say "mother"? It can be anything, a word, a visual, a feeling, etc.
- How do you feel about being a mother?
 - What do you like about it?
 - What you don't like about it?
 - What excites you more about being a mother? (His/her first steps, smile or searching for his/her mom in a crowd, etc.)
 - What makes you unhappy?
 - What are the challenges?
- How can you compare your time before and after having a child?
 - What were you feeling when you were expecting and now?
 - What changed in your life, in terms of routine, work, mindset, relations with spouse, family, friends, etc.?
 - Any disappointments, any regrets? How? Why? What do you like in your life? And what do you dislike? Would you like to change something in your life? If yes, what would you change?
- Now let's think about "good" and "bad" mothers. In terms of child care (feeding, diaper usage, taking him/her out, etc.), child development (games, socialization, etc.) and child education (school, training, activities, sports, etc.):
 - What makes a woman a "good mother"? Why?

- What makes a woman a “bad mother”? Why?

Moderator attention: Please try to understand emotional motivations/barriers of being a good/bad mother through laddering.

5. DIAPER JOURNEY – 15 MINUTES

OBJECTIVE OF THIS SECTION: To understand how they get to learn about the diapers, the brands and switch reasons.

- What comes to your mind when I say “diaper”? It can be anything, a word, a visual, a feeling, etc.
- What role does the diaper play in your life? What does the diaper provide you?
- How do you find the diapers in the market?
 - What feature is the most important in the diapers?
 - Why is this feature the most important one? What benefits does this provide you?

Moderator attention: Please probe until you reach an emotional end-benefit for the consumer.

- Now let’s describe an ideal diaper: What features should it have?
 - Does your current brand deliver all these?
 - Are there any gaps, some points that you are not satisfied? What are those?
- What do you understand from good quality diaper? How would you define?
- What are the most recent trends in the diaper market?
- How do you follow them? What are the main sources of information when comes to diapers?

Moderator attention: If not verbalized, probe: Doctors, friends, TV commercials, social media, etc. Where are they receptive the most?

- Which diaper brand do you use? Why?
- Do you always use the same diaper brand during the day/night or at home/outside? If yes, how and why?
- Can you tell us about your meeting with diaper brands: How did you decide on the first diaper brand that you used? (Hospital, TV commercial, influencers on social media, recommendation of a friend, market, etc.)
- What convinced you to try it for the first time? What triggered you?
- Was it your own choice or did you get some recommendation? Who influenced your decision in this process?

Moderator attention: Is she the only decision maker? Who influences her the most: Mother? Friend? Husband? Own decision?

- Have you ever changed your diaper brand? Brand or type?
 - If yes: Why did you change? When did you change, on which month? What happened? How were you persuaded to change it?
 - If not: What kept you there?

Moderator attention: Please repeat the same questions for every switch until you get a clear journey with barriers and motivations.

Moderator attention: Ask below questions if the respondent has more than one child:

- Was this process different in your first child? How was your attitude at that time? How is it now? What has changed?

6. BRANDS – 20 MINUTES

OBJECTIVE OF THIS SECTION: To understand the brand perceptions and positioning in the market.

- Which diaper brands are you aware of?
- Which of them have you used so far?

Moderator attention: Hand the respondents the cards of the logos of the diaper brands.

- I will give you some cards where you can see the logos of the diaper brands in the market. I want you to put aside the ones that you don't know. Now, I want you to group these brands, according to the criteria that you would choose.

Moderator attention: The groupings may be made according the image, price, product performance, quality, etc. but do not allow her to make the grouping according to her liking. The grouping should NOT BE MADE like "These, I like, these, I don't like."

After the groupings are made, ask for each group:

- Now let's give each group a name. Why did you give this name to this group?
- Why did these brands take place in this group? What are the similarities between them? What makes them different than the other brands? Why?

After discussing all the groupings, probe in detail about *Evvy Baby, Huggies, Pampers and one more brand she knows well*. For each brand, ask the questions below. Rotate the brands for different respondents.

- What comes to your mind when I say? It can be anything, a word, a visual, a feeling, etc.
- How do you find this brand? What are the three adjectives to describe it to a friend?
 - What are the strengths ofas a brand?
 - What are the weaknesses?
- Does that brand offer anything new or better on the market comparing to other diapers? What does it offer?
- Has that brand changed recently? How? What is the change about?
- How does it compare to the brand You currently use?
 - Does it have any added value?
 - Disadvantages?
- Would you recommend this brand?
- If your brand would no more be available in the country, which brand would you use then?

After discussing all the four brands:

Now let's play a few games with you.

- First let's imagine this brand as a real person:
 - What kind of person it would be? How would be its character? What does it value the most?
 - Is it a male or female?
 - Life style? Family? Job?
 - How would its house be?
 - Does it have children? How many?

- What would it want for his child/ren? Any dreams, objectives?
- Now let's imagine that these four brands are going to a party.
 - What kind of party is this?
 - Who is holding the party?
 - Who is going with whom?
 - What are they doing in the party?
 - What are they talking with each other?
 - Who is the star of the party?
 - Is there anyone who is left behind? Which brand? What do the others think about it? What can it do to join them?

7. SHOPPING – 10 MINUTES

OBJECTIVE OF THESE SECTION: To understand shopping habits of the respondent, where and how she buys diapers.

- Where do you usually shop for your needs? Why do you prefer this place? What do you like in it?
- Do you go yourself or send someone to buy things for you?
- Where do you usually shop for your diapers? Why?
 - Do you shop online? Why? Why not?
- Do you usually come to the store to buy diaper specifically or you buy these items together with other products?
- How often do you shop for diaper?
- What size pack of diapers do you usually buy? How many packs do you buy each purchase? How often do you buy?
- Do you pay attention to promotions?
- What is the importance of origin of the brand? Production place? Do you look for while purchasing?
- Do you know before shopping trip which brand to buy? How do you react when you did not find the diapers you look for in the store you go?

Moderator attention: Please find out if she is a grab-and-go shopper or she actually passes some time searching for the ideal.

- Do you compare price of diaper? How do you compare? ***(Does she calculate the unit price? Or is she more focused on the cash layout – the amount that she would spend that day)***
- What role does price play while choosing diapers, if any? Is it important for you?
- If the price were not important to you, which brand would you buy?
- What does it mean value for money, which brand has the best value for money?
- Is the package type or design important for you? In what terms? What do you pay attention on the package?
- What do you think of the sample/gift products? Would you use them? Why? Why not?
 - Did you ever use them?
 - If yes: Where did you get it? From hospital or doctor's office, a friend or family member etc? Who gave the diapers to you? Nurse? Doctor? Promotor? what was the brand?
 - Did it cause a switch to that brand? Why?

- Where would you like to get the samples/gifts?

8. MEDIA USAGE AND COMMUNICATION – 5 MINUTES

OBJECTIVE OF THIS SECTION: To find out the most appropriate communication channels for the brand to meet with the respondent.

- What are your sources of information about baby care and diapers? (TV, Internet, radio, print media, in-store communication, mothers, friends, doctors, etc.)
- TV
 - Do you pay attention to diapers ads? Which ads do you remember? What do you remember?
 - What was the brand? What was the ad talking about?
 - What was the main message?
 - What did you like / dislike about the ad?
 - Did it affect your brand choice? In what way?

Moderator attention: Please find out what she pays attention in the ads the most: Is it baby and mother visuals, product benefits/claims, product demos, music, celebrities, packs, etc.

- Internet
 - Do you use Internet? How often? What do you do on the Internet? What kind of information are you looking for on the Internet?
 - Do you have social media accounts? Which one is your favorite? What do you follow, what kind of content?
 - Do you visit websites/blogs for Moms? Do you have any favorite web pages or portals or bloggers about babies?

- What type of information source do you consider the most credible?

Moderator attention: Please probe for friends, family, salesperson, ads on TV, ads in other channels, online ads, description on pack, ads in store, email, direct mails, etc.

- What type of information do you consider the most credible?

After you go over all the questions, ask the team if they have any questions. Then ask the respondent if she has anything to add or has any questions.

Finally, thank the respondent and close.

Reference: This focus group guide was designed by Moreinfor Research Agency in Tashkent, Uzbekistan.