



TRAINING FOR IN-DEPTH INTERVIEWS AND FOCUS GROUPS

T1 & T2

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Chronological overview

- First training on IDI's (May 2009):
 - Consumer in-depth WP5
 - Processors WP6
 - Retailers WP6
- SECOND TRAINING – focus groups (November 2009), WP6: Focus groups with mothers, Focus groups with elderly people
 - **CRO, MK:** 17th November; **MON:** 19th November;
 - **Slovenia:** 16th November; **Serbia:** 4 and 11th November;
 - **BIH** 10th November;

TRAINING OF TEAM/ SECOND TRAINING

- Discussion on focus groups guidelines and methodology has been made with WP6 leaders (preparation of material lasted for two weeks)
- Experienced researchers from Ipsos Agencies has been trained (briefing over the phone)

TRAINING ACTIVITIES FOR THE SECOND TRAINING

Blok 1 (10:00 -12:00 h)

- Fokus groups (basic)
- Recruitment of participants
- Moderation
- Analysis and application of results
- Time frame

Blok 2 (12:30 -15h)

- Explanation of the guidelines and recruitments
- Discussing the realization of focus group held in Belgrade
- Questions and comments

Number of participants – SECOND TRAINING

- Slovenia: 5 participants
- Croatia: 6 participants
- BIH: 4 participants
- Macedonia: 2 participants
- Montenegro: 4 participants
- Serbia: 6 participants

Materials for the second training

- PPT presentation with the basic explanation of methodology
- Focus group guideline
- Show card for Focus groups
- List of products
- Health claims declarations
- CD with focus group made in Belgrade



T2



FOCUS
FOOD CONSUMER SCIENCE IN THE BALKANS



SEVENTH FRAMEWORK
PROGRAMME

Plan for the future training

- T3 Focus groups WP5 and WP8: March 2010
- T4 Delphi: March 2010
- Conjoint

- Any comment?

THANK YOU!

PPT FOR TRAINING

CONSUMER IN-DEPTH



- An **in-depth interview** is a **qualitative research technique** that allows **person to person discussion**.
- Gives insight into people's thoughts, feelings, and behavior on important issues.
- Use flexible approach: length, guidelines, respondent selection, techniques, ...

Type of research

Quantitative research

Qualitative (focus groups, and in-depth)

How much?

Answer to question

Why?

Intention

Measuring in the population

Typical attitude

Assessment of the phenomenon in the population



Grouping the answers into the typical



Research types

Quantitative research

Qualitative (focus groups, and in-depth)

How many?

Answer to question

Why, how?

Intention

How many kids (13 to 15 y.o.) drink Coca Cola?

Why do kids (13 to 15 y.o.) drink Coca Cola?

How many Roma kids go to first grade?

Why don't Roma population go to first grade of primary education?

Method

Quantitative survey

- Survey on the **SAMPLE**

✓ Sample – **RREPRESENTATIVE**
(everybody has a chance
to be chosen)

✓ Results can be applied to
whole **POPULATION**

Qualitative survey

Focus groups with typical representatives

Sample – typical representatives are recruited with
based on **SPECIFIC GIVEN CRITERIA**

Results are **NOT REPRESENTATIVE**



USES OF IN-DEPTH INTERVIEW

Areas in which in-depth interviews can be used:

- Understanding basic issues (Why do people behave in certain way?)
- Generate ideas or hypotheses, later to be tested in quantitative surveys (pilot)
- Obtain information as a supplement to data received from other methods

STEPS IN ORGANISING IN-DEPTH INTERVIEWS

The activities in using in-depth interview can be organized into a series of steps:

1. Plan how to carry out the in-depth interview
2. Decide who respondents will be
3. Prepare an interview guide for each category of respondents
4. Select your interviewers
5. Train the interviewers
6. Conduct the actual interviews
7. Analyze the data
8. Write a report and recommend interventions



STEP 1: Plan how to carry out the in-depth interview



To use in-house capabilities, or to out-source research Agency

- Size of the study?
- Available resources?
- Role of a Resource Person?

STEP 2: Decide who respondents will be

- **Determining Who to Select**

Requires more time than structured questionnaires

Small sample -typical study include less than 20 interviews

Well informed respondents to provide relevant information

- **Selecting Informants**

Based on a screening interview: criteria important for the specific study

Different sources used for respondents recruiting: snowball techniques

Hints for Selecting Respondents

- Unknown to the interviewers (not to increase the likelihood of being biased)
- Without previous knowledge of the specific aim of study
- Different categories of individuals (age, gender, status, education)



STEP 3: Prepare interview guide/ Framing the Questions

Some steps in preparing interview guide:

- List the most important topics
- Identify relevant subtopics: each major topic broken into subtopics
- Make a draft of possible questions, to be explored in pilot
- Check each question against the overall study aim
- Check questions again to ensure they can initiate discussion

Ensure that questions are:

- clear and unambiguous;
- simple and easy to understand;
- not answerable by a simple “yes” or “no”;
- reasonable and within the experience of the targeted respondents



STEP 3: Prepare interview guide/ techniques for in-depth

Probes - used to prompt a respondent to speak further when an initial question fails to give the desired information ('why'-questions, "Why is that attribute/aspect important to you?")

The laddering technique –

abstractions of the concepts that people use to organize their world,
uncover the cognitive structures, underline consumer perceptions and behav.
tap into the consumer's network of meanings

Consumers' preferences are categorized into three dimensions:

- (A) Attributes of a product/service
- (C) Consequences
- (V) Values



STEP 3: Prepare interview guide/ techniques for in-depth



Projective techniques:

unstructured, indirect, encourages respondents to project their underlying motivations, beliefs, attitudes or feelings regarding the issues of concern

used to get beyond a subject's defensive reaction to direct questioning

Association: indicating the first word, image or thought elicited by the stimulus

Construction: a story or a picture from a stimulus concept

Completion: Incomplete sentence, story, argument or conversation, to finish.

Brand mapping: to group some brands according to some subject-stipulated characteristic

Expressive technique: to role-play, act, draw or paint a specific concept or situation

Choice ordering: explain why certain things are "most/least important", or to "rank/order"

STEP 3: Prepare interview guide/ techniques for in-depth



Ordering of the questions (never rigidly defined):

Temporally: From earlier events to more recent events

According to complexity: From simpler topics to more complex ones

According to topics: Group all questions on the same or similar topics

By level of abstraction: From the most concrete to the most abstract issues

In accordance with the threat level: From the least sensitive or threatening to the most sensitive or threatening

STEP 4: Select interviewers



The **role of the interviewer** is to keep a discussion going by asking useful questions until gets an appropriate response.

Good interviewers are people who:

- easily gain peoples confidence and cooperation
- speak clearly
- and are good listeners

STEP 5: Train the Interviewers



Duration of Training:

Long enough to allow all aspects of the study explained before the actual field work (depends on the size of the study and quality of the field team)

Training Sessions:

Theoretical basis to be discussed (goals and objectives of the study; overview; how to conduct: start, moderating, and ending the interview; how to take notes; possible implementation problems; how to analyze the data and write a report)

Practical aspects of the study (role plays; pilot testing)

Materials to be discussed (guides, protocols, and handouts should be delivered)

Tips on How to Conduct an In-depth Interview

The "Dos"	"The Don'ts"
Begin with a friendly and familiar greeting	Influence or bias responses by introducing one's own perceptions
Listen with attention to every information	Move too quickly from one topic to the next
Explore key words, phrases, terms when they occur	Interrupt the respondent
Listen to impressions avoided. Where appropriate, use "probes."	Do not mislead about the subject matter in order to obtain information
Ensure a natural flow of discussion by guiding from one topic to the next	
Be silent to give plenty of room to talk	
Be open to unexpected information	

STEP 6: Conduct the Actual Interviews



- Preparing for the Interviews

- Target respondents must be contacted
- Appointment made before the actual interview
- Ensure that the team arrives on time
- Check they have all that is required in the field

- Conducting the Interview

- Introduction (introduce him/herself and affiliation)
- Explain the general purpose of the interview to the informant
- Impress upon the respondent that his/her opinion is important
- Ask informant to introduce him/herself;
- Assure the informant of the confidentiality of the interview
- Remain alert to both verbal and non-verbal behavior
- Concluded by thanking the respondent and allowing a few minutes for free discussion
- Go over field notes quickly to make any on-the-spot corrections



STEP 7: Analyze the Data



Analysis consists of:

Considering responses in each topic as group

Drawing interpretive conclusions

Drawing implications about commonly held beliefs, attitudes, or opinions

Quantitative analysis - the content of verbal descriptions is analyzed by classifying into categories that are then given numerical values

Qualitative analysis - subjective meanings, interpretation, to explain what lies behind or is meant by manifest behavior

STEP 8: Write a Report and Recommend Interventions



Develop an outline, containing:

- title of study

- objectives and methods, including data analysis

- major findings in line with significant broad topics of the guide

- discussion

- conclusions

- recommendations for interventions

Difficult to generalize because of their restricted scope. Some form of generalization can still be made

Strengths and Weaknesses of in-depth-interviews

Strengths / Uses of Method	Weaknesses / Limitations of Method
Very simple, efficient and practical way of getting data about feelings and emotions	Depends on the skill of the interviewer and articulacy of respondent.
High Validity. People are able to talk about something in detail and depth.	Interviewer may give out unconscious signals that guide respondent
Complex questions and issues can be discussed.	Time Consuming / expensive
The interviewer is not "pre-judging" what is and is not important information.	Not very reliable - difficult to exactly repeat a focused interview. Non-standardized. Small samples.
Easy to record interview (video / audio tapes).	Depth of qualitative information may be difficult to analyze
	Difficult to generalize
	No real way of knowing if the respondent is lying, or have imperfect recall.

**PAUSE
15 MINUTES**

CONSUMER IN-DEPTH INTERVIEWS

WP5 – CONSUMPTION OF FRUIT

The aim of IDI is to gain a qualitative understanding of fruit consumption in the WBC. These interviews will allow a face to face discussion and could yield valuable information towards fruit consumption. The questionnaire will include generally open questions, so that the discussion may be deepened on the different topics.

30 interviews by country are foreseen, that is to say 180 interviews for all the WBC.

These interviews will be face to face interviews and are expected to last an hour maximum.

Recruiting consumers:

Selecting consumers: consumer selecting will be based on a screening interview from **the recruitment questionnaire**

The respondents should be unknown to the interviewers, in order not to increase the likelihood of their giving biased responses

They should not have previous knowledge of the specific issue of study. **Ideally, they should not even know that the study concerns food issues.**

A conscious attempt should be made to select different categories of individuals in each target group, (age, gender, geographical situation, type of settlement).

Gender	Urban/ rural	Age
20 women	10 urban	> 40years ; 5 IDI
		< 40years; 5 IDI
	10 rural	> 40years; 5 IDI
		< 40years; 5 IDI
10 men	5 urban	> 40years; 2-3 IDI
	5 rural	< 40years; 2-3 IDI
Total 30 persons	15 rural- 15 urban	15>40 years 15<40 years



Preparing for the Interviews

- The target respondents must be contacted and a definite appointment made with them before the actual interview.
- Ensure that the team arrives at the location on time on the day of the interview
- Besides identification cards and letters of introduction, interviewers should check to ensure they have all that is required on the field.
- Interview has to be audio recorded

Conducting the Interview

- The interview will be classically conducted:
- Introduction: introduce the interviewer and affiliation; explain the general purpose of the interview to the informant; impress upon the respondent that his/her opinion is important; establish rapport and assure the informant of the confidentiality of the interview.
- Interviewing: the interview is directed according the issues outlined in the guide.
- The interview should be concluded by thanking the respondent and allowing a few minutes for free discussion.

Managing the Field Data

- Audio recording is necessary
- Interviewer has to review his/her note and re-write all responses question by question if needed
- Transcript to be made on each interview, based on the recorded material
- Transcript to be provided in local language to the country partner
- Report to be delivered in local language and based on template that will be sent
- Upon approval, report written in local language to be translated in English
- The responses to closed questions will be entered in EXCELL
- A guide to enter data from closed ended questions in Excel will be provided

- **GUIDELINE**
- **MOCK INTERVIEWING**
- **QUESTIONS AND ANSWERS?**

IN-DEPTH INTERVIEWS WITH PROCESSORS

WP6 – HELTH CLAIMS PRODUCTS

- The survey will be mainly conducted to processors whose products have been identified as using nutrition and functional health claims or as dietetic products.
- Processors will be met in face to face, in the frame work of in-depth interviews.
- **5 to 10 processors by family of products (dietetic jam, fruit juice, margarine, dairy products)** in all Balkans countries could be met, depending on the sector. For example, for dietetic products, we will have probably less than five specialized companies in all Balkans countries, whereas in yoghurts, we will have more national processors.
- We will totally have around 40 interviews of processors for the whole area (Western Balkan region).
- As the headquarters of the companies, generally present in all Balkans countries seem to be more frequently in Serbia, Croatia and *Slovenia* (depending of the products), a good organization of the survey between all partners should be done, taking into account the time available for each partner.

Diary product	Serbia	Montenegro	BIH	Macedonia	Croatia	Slovenia
yoghurts	Imlek	Imlek	IMLEK	Dukat	Vindija Varaždin	Data is missing
	Somboled	Somboled	Dukat	Ad IMB	DUKAT	
	Dukat	Dukat	Natura Vita	Vindija	Meggle	
Milk	Somboled	Vivis	Milkos	Varaždin	ALPRO	
	Dukat	Lazine	Kozarska Dubica	Dukat	Zrenjanin	
	Imlek	SMA	Danone	Ad IMB Mlekara	Zvezda	
	Mlekara Sabac	NIKA	Distriborg	Ad Mlekara Subotica	Unilever	
Soya milk	Vitalia	Vindija	Alpro	Provamel		
	Distriborg	Vitalija	Zrenjanin	Vitalia		
	Alpro	Alpro	AdVital	Alpro		
Margarine	Zrenjanin	Zrenjanin	Sunce	Bjalov Gjorev		
	AdVital	Ad Vital	Zvezda	Sunce		
	Sunce		Polimark	IPSA		
			Unilever			
			Remia			



FRUIT JUICE	Serbia	Montenegro	BIH	Macedonia	Croatia	Slovenia
	Nectar	Nectar	Nectar	Nectar	Podravka	Data is missing
	FRESH & CO	FRESH & Co	Fructal	Fructal	Vindija Varaždin	
	Rauch	Rauch	Food Land	IMB	Fruktal	
Instant juice	Cedevita	FRUCTAL	Vitaminka	VIVAKS	Pfaner	
	PAK Centar	PIRELA	Cedevita	M&A Beverages	ECKES	
	Multivita	Cedevita		PFANNER	Cedevita	



CEREAL Products	Serbia	Montenegro	BIH	Macedonia	Croatia	Slovenia
	Vitalia	Podravka	Floriada	Vitalia	Podravka	Data is missing
	Bambi	Nestle	Viola Backer	Bambi Banat	Sachseln	
	Jaffa	Banat – bambi	Hahne	Delicia DOO	BIO familia	
	Grabower		Dr Oetker		DR Oetker	
			Nestle		Delicia DOO	
			Kellog			
			Jaffa, Digesta			
			Koestlin			
			Uvoznik, Colussi			
			Bambi, Banat			



Dietetic Products	Serbia	Montenegro	BIH	Macedonia	Croatia	Slovenia
	Vitalia	Food Land	Food Land	VITALIA	KRAS	Data is missing
	Food Land	Kras	KAP		PODRAVKA	
	Kras		Markus		BRECLAV	
	Stark Nada		Podravka		SCHNEEKOPPE	
	Swisslion		SCHNEEKOPPE		SCHWARTAU	
	Guylian		ZENITS			
	SCHNEEKOPPE		SCHAWARTNER			
			FRANKONIA			



Nutrition claims

- Nutrition claims are the most frequently met. The claims are very similar to those found in European markets.
- For products with nutrition claims, processors very often write **comments** on the packaging concerning the role of nutrients on the normal functioning of the body (for this reason, sometimes, it is difficult to differentiate nutrition claims and function claims).

Examples of nutrition claims

Milk

- **Thematic:** content of vitamins and minerals (calcium), proteins, ...
- **Examples of claims:** very often, association of claims on these elements
- *Source of vitamins A, E, B and calcium*
- *Source of protein with added 10 vitamins*
- *Source of calcium, minerals and vitamins*
- *Rich in protein, vitamins and calcium*
- *"Calcium plus milk enriched with inulin and oligofructose (with a comment on the role of inulin and oligofructose on the absorption of natural calcium)*
- **Other example of comment:** *for regular growth of children and young population, for pregnant and mothers, as well as for active in sports*

Fruit juice

- **Thematic:** vitamins, minerals (calcium, magnesium), antioxidants ...
- **Examples of claims**
- *Enriched with 10 vitamins*
- *Enriched with magnesium and naturally rich in beta carotene (Provitamin A)*
- *Rich in calcium and magnesium*
- *Contains natural antioxidants from fruit and vegetable*
- **Example of comment:**
- *Influence of agrums included in the juice: they are source of vit C which tones the skin; Grapefruit reduces the level of insulin and reduces hunger; Pineapple has bromelin which stimulate digestion*
- *Other example on antioxidants: the processor explains what stress sources contemporary lifestyle is, what are antioxidants, what is their function, where they can be found*

Examples of nutrition claims

Margarine

- **Thematic:** vitamins, W3, fat reduction
- **Examples of claims**
- *Rich in A, D3, and E vitamins*
- *With natural presence of W3*
- *Rate of fat indicated: 25%, 60%...reduced energy value, reduced fats content*

Cereals products

- **Thematic:** vitamins and minerals, energy, fibres...
- **Examples of claims**
- *Added Calcium and magnesium*
- *Rich in dietetic fibres, sugar free*
- *Source of energy*
- **Example of comment:** *good influence on caries protection and on digestion regulation*

Probably, all questions will not been filled by all the interviewees. What we expect is that, thanks to a sufficient number of interviews, we can get:

- a reasonable estimation of the markets on one hand
- a qualitative evaluation of the consumers demand and expectations with regards to the topic on the other hand

The questionnaire for processors includes:

- A general presentation of the company
- Quantitative data with regard to the market of the studied category of products
- Qualitative data including related to both motivations and barriers of the company itself and of the other stakeholders of the supply chain

As the questionnaire is rather difficult, it would be better to test it with a processor very much interested in the results of the study, and/ or a processor with whom one of the partners has already good relations.

- The researcher will ask for an appointment with either the director or the marketing or the sales Director. Brand manager in Sales or Marketing could be also good respondent. In some cases, all data will not been filled by the same person and complementary interview (possibly by phone or email) will be necessary.
- The presentation of the project has to be very well done, and most of, the confidentiality of the quantitative data has to be guaranteed. This point should be precise in the official letter. Partners of course have to be very much aware of the importance of that point.

Conducting the interview

- The recommendations are the same than in all in-depth interviews. If the interviewee is reluctant to give quantitative data, it is important not to insist. It is not rare that the interviewee gives important information at the end of the meeting. It is thus important to make good impression so that the person could give confidence.
- The question of the availability of results for the company has to be discussed. It could be an important argument to get an appointment and to incite the company to participate to the study, which might very much interest them.
- It is thus necessary to promise that a synthesis, with main quantitative data in all families of studied products and a short qualitative analysis will be available for each participant to the study.

Report

- Each interview will be entirely written and drew up immediately after the execution
- Transcripts will be made after the interview in local language, based on the recorded material
- Quantitative data will be treated separately in Excel file or specific software to be sent by BEL (Ekonomski fakultet Beograd – WP6 leader)
- A template of the final report will be delivered in October
- Report should be translated in English

- **GUIDELINE**
- **MOCK INTERVIEWING**
- **QUESTIONS AND ANSWERS?**

IN-DEPTH INTERVIEWS WITH RETILERS

National purchasers of supermarket chains

In each country, around 5 interviews will be made in average.

Department managers of supermarket chains
or Brand Managers, Manager of the
research team, managers and junior
researchers could be the respondents

<u>Serbia</u>	<u>BIH</u>	<u>Makedoni</u> <u>a</u>	<u>Croatia</u>	<u>Montener</u> <u>go</u>	<u>Slovenia</u>
DELTA MAXI	DELTA MAXI	Tediko	KONZUM	Data is missing	Merkator
Interex	Interex	MAXI D	Merkator		Spar
Merkator	Merkator	Ramstore	Kaufland		ENGROTUS
Supervero	VF Komerc	TIMEX	BILLA		LECLREC
Idea	Bingo	VERO	Plodine		

One national purchaser of a specialized chain and/or wholesaler of dietetic product, if they exist in the country, need also to be met.

Around 6-8 interviews of specialized chains in dietetic products will be done totally in all Balkans countries, for dietetic jam.

One or two per country.

QUESTIONNAIRE

We hope to get with the whole sample to:

- get a reasonable estimation of the markets on one hand
- a qualitative evaluation of the consumers demand and expectations with regards to the topic on the other hand

The questionnaire for retailers includes:

- 1- A general presentation of the chain
- 2- Quantitative data: sales of the studied categories of products and the market share of the studied category as compared with the global family.
- 3 -....

The best would be to contact the Director of every chain at a management level, in order to get the authorization to contact the national purchasers.

To get appointment will be in this case rather easier, but, on the other hand, if the Directors is not willing to participate to the study, it would be impossible to contact the purchasers.

In any case, the confidentiality of data will have to be guaranteed, and the anonymity of all the interviews. This point is notified in the official letter of mission.

As the topic could interest very much the retailers, it will be necessary to promise a synthesis of the study; this could help a lot to obtain the participation to the study.

The recommendations will be the same than for all in depth interviews. The researcher will follow the questionnaire. He will not insist if the interviewer is reluctant to give quantitative data. Sometimes, the purchaser will accept to give these data but they are not immediately (during the interview) available. The researcher will propose to send a separate table to fill later by the purchaser. In this case, the purchaser will have to be recalled few days later.

Deliverable

- Each interview will be entirely written, immediately after the appointment
- Transcripts from the audio recording should be provided in local language
- A **template** for the final report, concerning the analysis of distribution channels, both for qualitative and quantitative data will be sent during October by the leader of WP6
- Software will be available for data entry, sent by WP6 leader (Ekonomski fakultet Beograd)

– GUIDELINE

- MOCK INTERVIEWING

- QUESTIONS AND ANSWERS?

Deadlines

- Consumer IDIs – organize and execute end of October; transcripts in local language beginning of November, reporting end of November
- Retailers IDIs & Processors IDIs – November, December 2009, January 2010



Thank you!



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