

FMCG & CONSUMER GOODS | TWO CITIES IN SOUTHEAST ASIA

Ready-to-drink coffee taste test and focus groups

A 200-person central location test plus in-home use and online mini focus groups with young urban coffee drinkers in two cities.



AT A GLANCE

CLIENT

Beverage manufacturer

INDUSTRY

FMCG & Consumer Goods

MARKET

Two cities in Southeast Asia

METHOD

Central location test, in-home use and online mini focus groups

SAMPLE

200 CLT respondents and 16 focus group participants

THE CHALLENGE

A beverage manufacturer needed to test a new ready-to-drink coffee with young urban consumers, combining a large taste test with deeper in-home and focus group work. A precise drinker profile with several quotas, across two cities and two methods, needed tight screening and smooth logistics.

OUR APPROACH

We recruited to detailed consumption quotas and ran both cities on one schedule.

- 1 Recruited to gender, age and coffee-consumption quotas
- 2 Ran a 45 to 60-minute central location taste test with 200 people
- 3 Placed product at home for 3 to 5 days, then held 120-minute online mini groups
- 4 Verified screening and coordinated two-city logistics

THE RESULTS

- ✓ 200 taste-test respondents and 16 focus group participants
- ✓ Tight screening meant feedback came from the real target drinker
- ✓ A large test and small groups balanced scale with nuance

SERVICES USED

Product placement and IHUT

Face-to-face CAPI

Qualitative recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Client project. Client details are anonymised.