

FOCUS GROUP QUESTIONS:

Introduction:

Hi, name is _____ and I'm an advertising student at LSU. We're currently conducting research for an advertising campaign and would appreciate your input. Would you be interested in participating in a brief interview which focuses on multicultural millennials? It should only take a moment of your time.

If yes:

Would it be okay if we recorded this interview? Your name will not be disclosed. You have the right to stop at any time.

1. **In recent years, there has been a lot of advertising targeting multicultural, what do you think about efforts to target advertising based on ethnicity and age?**
- 2.
3. **Can you name any specific campaigns that have done this? Do you think they were executed well or poorly? How so?**
4. **For Hispanic and Chinese: What are your feelings about brands that use Spanish/Chinese language in their advertising compared to those that do not?**
5. **Can you recall your favorite or most memorable car advertisement(s) and why you remember it?**
6. **Have you ever purchased a new car?**
 - a. **If not, within reason, if you could purchase a car tomorrow, what would you purchase and why? How would you begin your car search? Are there people you would rely on for help? Where else might you search for information about car options?**
 - b. **If yes, tell me about your experience. Was anyone else involved in your purchase? Why did you choose one brand over another?**
7. **What is your favorite memory in your current car? What is your worst?**
8. **Please describe your ideal vehicle. Does your car have any of these qualities and do you think your car fits your personality and needs?**
9. **With the vast array of emerging technology, what makes a product seem innovative? How would you describe an "innovative" car?**
10. **A lot of brands are said to have specific personalities. Can you describe the personalities of the following brands?**
 - a. Nissan –

- b. Toyota –
- c. Honda –.

- 11. What are the most important factors of the car purchasing experience and what could be done to improve them?**
- 12. Of these three brands (Honda, Nissan and Toyota) which one would you consider purchasing a vehicle from one? Why or why not?**
- 13. What is your impression of Nissan?**

You are being asked to take part in a research study pertaining to multicultural millennials. This includes Hispanic, African American and Chinese American individuals ages 18-29. Please read this form carefully and ask any questions you may have before agreeing to take part in the study.

What we will ask you to do: If you agree to be in this study, we will conduct an interview or survey with you. The interview will include questions about your lifestyle, purchase decisions and opinions of automotive brands. With your permission, we would also like to tape-record the interview.

Risk: There is the risk that you may find some of the questions pertaining to your ethnicity to be sensitive.

Compensation: There is no compensation for completing this interview.

Your answers will be confidential. The records of this study will be kept private. In any sort of report we make public we will not include any information that will make it possible to identify you. Only the researchers will have access to identifying information.

Taking part is voluntary: Taking part in this study is completely voluntary. You may skip any questions that you do not want to answer. If you decide to take part, you are free to withdraw at any time.

Number of subjects: There is no maximum on the number of subjects.

If you have questions: The researchers conducting this study are members of the advertising campaigns class at Louisiana State University. Please ask any questions you have now. If you have questions later, you may contact Marina Cutaia at _____@tigers.lsu.edu .

Statement of Consent: I have read the above information, and have received answers to any questions I asked. I consent to take part in the study.

Your Signature _____

Date _____