

Market Research Questionnaire for New Product Launch

Conducting a **market research questionnaire** is essential for gathering valuable consumer insights prior to a new product launch. It helps identify target audience preferences, potential demand, and competitive positioning. Effective questionnaires enable businesses to make informed decisions and tailor their marketing strategies accordingly.

General Information

1. What is your age group?

Under 18

2. What is your gender?

☐ Male

☐ Female

☐ Other / Prefer not to say

3. Where are you located?

Product Awareness & Preferences

4. How familiar are you with products similar to our new product?

Very familiar

5. How often do you purchase similar products?

Weekly

6. Which features are most important to you in such a product? (Select all that apply)

☐ Price

☐ Quality

☐ Brand reputation

☐ Innovative features

☐ Availability

☐ Design

7. What is the main factor influencing your buying decision for these products?

Feedback and Expectations

8. What are your expectations from a new product in this category?

9. Is there anything missing in current products that you would like to see in a new product?

10. Any other comments or suggestions?

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