

## Customer Assumption Testing: Potential Customer Interviews

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The objective of this assignment is to extend the list of potential “ideal” customer based on the interviews that I conducted in ENT 645 Positioning Grid and Analysis assignment.

### **My regular demographic of my ideal customer group is listed below.**

- Educated: some higher education or obtained their Bachelors Degree
- Military: served more than 6 years
- Age ranged from 30-42

The question that I asked for this group is listed below.

1. What type of liquor do you drink?
2. How often do you drink liquor?
3. What is your biggest frustration with your favorite brand of liquor?
4. What do you like most about your favorite brand of liquor?
5. On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?

### **My extended list of potential customers will include the list below.**

- Restaurant owners
- Bartenders
- Currently employed
- Club owners
- Bars

The question that I asked for this group is listed below.

1. How do you choose which liquor that you stock?
2. Is there any guidelines when choosing a brand of liquor to create mixtures?
3. What are the main factors on what brands that you purchase or advertise?
4. What are your preferred brands of liquor?

1. What type of liquor do you drink?
2. How often do you drink liquor?
3. What is your biggest frustration with your favorite brand of liquor?
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## Results from ideal customer group:

### Participant A:

1. *What type of liquor do you drink?*

Mostly white, vodka & tequila

2. *How often do you drink liquor?*

Socially

3. *What is your biggest frustration with your favorite brand of liquor?*

I don't have any

4. *What do you like most about your favorite brand of liquor?*

It's availability and how smooth it is

5 *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*

4 depending on its country of origin.

### Participant B:

1. *What type of liquor do you drink?*

Grey Goose

2. *How often do you drink liquor?*

Twice a month

3. *What is your biggest frustration with your favorite brand of liquor?*

Expensive

4. *What do you like most about your favorite brand of liquor?*

Taste

5 *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*

4

### Participant C:

1. *What type of liquor do you drink?*

White Remy

2. *How often do you drink liquor?*

Weekends

3. *What is your biggest frustration with your favorite brand of liquor?*

Upset stomach

4. *What do you like most about your favorite brand of liquor?*

It doesn't upset my stomach

5 *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 5

### Participant D:

1. *What type of liquor do you drink?*

None

2. *How often do you drink liquor?*

0

3. *What is your biggest frustration with your favorite brand of liquor?*

No favorite brand

4. *What do you like most about your favorite brand of liquor?*

Nice packaging

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*

5 only just to try

Participant E:

1. *What type of liquor do you drink?*

Wine drinker

2. *How often do you drink liquor?*

Once a week

3. *What is your biggest frustration with your favorite brand of liquor?*

Some of my favorite brands are hard to order

4. *What do you like most about your favorite brand of liquor?*

Good form my hart, red wines

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*

3

Participant F:

1. *What type of liquor do you drink?*

All kinds

2. *How often do you drink liquor?*

Seldom

3. *What is your biggest frustration with your favorite brand of liquor?*

The burning taste.

4. *What do you like most about your favorite brand of liquor?*

Nothing

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 5

Participant G:

1. *What type of liquor do you drink?*

Rum

2. *How often do you drink liquor?*

Rarely, I'm usually the designated driver.

3. *What is your biggest frustration with your favorite brand of liquor?*

They tend to water down the liquor in restaurants and clubs

4. *What do you like most about your favorite brand of liquor?*

Smooth taste with soda no ice.

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 5

Participant F

1. *What type of liquor do you drink?*  
Vodka
2. *How often do you drink liquor?*  
Weekend
3. *What is your biggest frustration with your favorite brand of liquor?*  
Takes too long to get drunk
4. *What do you like most about your favorite brand of liquor?*  
It is smooth
5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 5

Participant G

1. *What type of liquor do you drink?*  
Svedtka and Brandy
2. *How often do you drink liquor?*  
Twice or 3 times every 2 weeks
3. *What is your biggest frustration with your favorite brand of liquor?*  
No frustration
4. *What do you like most about your favorite brand of liquor?*  
Goes down smoothly
5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 2

Participant H

1. *What type of liquor do you drink?*  
Vodka, tequila, whiskey
2. *How often do you drink liquor?*  
2 days a week, 3-5 drinks on average
3. *What is your biggest frustration with your favorite brand of liquor?*  
My favorite tequila is 1800 and the cap isn't able to be removed smoothly and gets stuck.
4. *What do you like most about your favorite brand of liquor?*  
I like the taste and I don't get hung-over with it.
5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*  
I'm 5 out of 5 likely to try different brands.

Participant I

1. *What type of liquor do you drink?*

I like Brown liquor. My favorite is Crown Royal

2. *How often do you drink liquor?*

I drink about socially. About three –four times a month.

3. *What is your biggest frustration with your favorite brand of liquor?*

My biggest frustration is recipes. I haven't learned many to mix with the product so that is the only thing for me. I need to venture out and try some different mixes.

4. *What do you like most about your favorite brand of liquor?*

I like the smooth taste. I also like that the product is a dark liquor and it has a unique taste

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*

I am highly likely to try other products. So I would rate myself a 5.

Participant J

1. *What type of liquor do you drink?*

Vodka

2. *How often do you drink liquor?*

About once a week

3. *What is your biggest frustration with your favorite brand of liquor?*

Price

4. *What do you like most about your favorite brand of liquor?*

Taste

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 5

Participant K

1. *What type of liquor do you drink?*

Vodka.

2. *How often do you drink liquor?*

Once a week.

3. *What is your biggest frustration with your favorite brand of liquor?*

My favorite brand is Ciroc and I feel there should be more flavor than the five that are currently out.

4. *What do you like most about your favorite brand of liquor?*

It goes down smooth.

5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 5

Participant L:

1. *What type of liquor do you drink?*  
I drink brown liquor, Hennessy, and grand mariner.
2. *How often do you drink liquor?*  
I am a social drinker so only when I'm out
3. *What is your biggest frustration with your favorite brand of liquor?*  
The liquor is not always available at clubs/bars.
4. *What do you like most about your favorite brand of liquor?*  
It goes down smooth.  
The favorite part of brown liquor is the after effect it doesn't get me drunk or gets my stomach upset
5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?* 4

Participant M:

1. *What type of liquor do you drink?*  
Ciroc, Vodka
2. *How often do you drink liquor?*  
A lot to much for the healthy mind
3. *What is your biggest frustration with your favorite brand of liquor?*  
Cost too much, probable because I drink to much.
4. *What do you like most about your favorite brand of liquor?*  
The way it makes me feel.
5. *On a scale of 1-5 with 5 being very likely and 1 being least likely, how likely are you willing to try different brands of liquor?*  
5, I will try anything once.

**The following is the questions followed by the results of my interview with my extended list of potential customers.**

1. How do you choose which liquor that you stock?
2. Is there any guidelines when choosing a brand of liquor to create mixtures?
3. What are the main factors on what brands that you purchase or advertise?
4. What are your preferred brands of liquor?

Participant A:

1. *How do you choose which liquor that you stock?*  
Sales and request
2. *Is there any guidelines when choosing a brand of liquor to create mixtures?*

It's by the vendor/company that sell the product - they gives you recommendation when you purchase their products what works better with certain brand.

3. *What are the main factors on what brands that you purchase or advertise?*

Only inside the bldg. They get the same new liquor promotion the same time customers see it on tv; however, sometime - promoters come to the bar and promote new liquor products

4. *What are you preferred brands of liquor?*

Barcardi Flavor Rum

Participant B:

1. *How do you choose which liquor that you stock?*

I check my sales for the month and adjust when necessary.

2. *Is there any guidelines when choosing a brand of liquor to create mixtures?*

There are no guidelines to choosing a brand of liquor to create mixtures.

3. *What are the main factors on what brands that you purchase or advertise?*

Nightclubs, restaurants, bars, pubs, etc always want the newest hottest brand on their shelves.

4. *What are you preferred brands of liquor?*

I am not a big alcohol drinker, I prefer sweet wines moscato, reisling, pinot grigio(that's the driest I will go), sangrias, and some punches. I like mixing with all types of alcohol.

Participant C:

1. *How do you choose which liquor that you stock?*

I choose based on demand. I review the itemized sales for the month and determine which ones are selling and that will determine what my stock will consist of. Although it does remain fairly consistent it can vary by month depending on sales/demand.

2. *Is there any guidelines when choosing a brand of liquor to create mixtures?*

No not really. We have the Well drinks and Top shelf. Well drinks use the low dollar liquors and the Top shelf using higher dollar. Also, although it isn't real guidance we do get a monthly newsletter on the featured drinks/mixture as well that provide some info on different mixes. Sometimes we use this to advertise mixtures from time to time.

3. *What are the main factors on what brands that you purchase or advertise?*

The main factors are demand and sponsorship. We have to make sure we have the right liquor on hand for our customers; however, we also look for the companies that are willing to sponsor us and pay us for advertisement. Right now we have a rep for Wine, Beer, Ciroc, Hen etc. We have reps for just about every form of alcohol we have. Different reps will often pay us for advertisement when we have events or any other type of show where their brand is being featured.

4. *What are you preferred brands of liquor?*

Our preferred brands are Ciroc, Hennessy, Patron, and Crown Royal.

Participant D:

1. *How do you choose which liquor that you stock?*

Sales.

2. *Is there any guidelines when choosing a brand of liquor to create mixtures?*

I let my bartenders know to first use the customers choices and if there is not a specific choice than utilize the lower brands.

3. *What are the main factors on what brands that you purchase or advertise?*  
Some brands pay me to promote and pay to have their products out in front.
4. *What are you preferred brands of liquor?*  
The ones making me the most money.

Participant E:

1. *How do you choose which liquor that you stock?*  
I only sell beer, and I brew my own beer so I only stock mine.
2. *Is there any guidelines when choosing a brand of liquor to create mixtures?*  
No, but when I choose what beer to brew I look at what is making money for the past 6 months.
3. *What are the main factors on what brands that you purchase or advertise?*  
If I have a new brew that I have created or a seasonal brew, I will advertise that brand.
4. *What are you preferred brands of liquor?*  
Just our traditional brand because that it is what helped build my customer base.