

Essential

Group 2 12.30 – 15.00, 8 May 2012

- MODERATOR : Hi.
- INTERVIEWEE : Where should I sit?
- MODERATOR : Please take a seat in the middle. How are you? Is the traffic bad?
- INTERVIEWEE : Not really. I took the BTS sky train. It was a bit hot.
- MODERATOR : Getting to this place is really convenient. It's near the sky train.
- INTERVIEWEE : Yes.
- MODERATOR : My name is Lee. I'm a marketing researcher.
- INTERVIEWEE : I think I should move closer.
- MODERATOR : Make yourself at home. My duty is to talk to the consumers in order to understand why they choose certain products or how they groom themselves. My target is to understand the consumers and I will ask you some questions. Please see this process as a casual conversation.
- INTERVIEWEE : OK.
- MODERATOR : I'd like you to introduce yourself. What is your name?
- INTERVIEWEE : My name is xxx xxxx. My nickname is xxx. I'm 29 years old. I work at Thai Military Bank at the Suvarnabhumi Airport branch. I'm responsible for money exchange service.
- MODERATOR : That's quite far.
- INTERVIEWEE : Yes but the airport link is pretty convenient.
- MODERATOR : How many people are there in your family?
- INTERVIEWEE : Five.
- MODERATOR : Who are they?
- INTERVIEWEE : My father, my mother, my older sister, my younger sister and my younger brother.
- MODERATOR : I'd like to ask you about the hair problem. Your hair looks pretty good actually.
- INTERVIEWEE : It seems that way in other people's eyes but if you touch it, you'll know that the end is dry and it gets tangled very easily. See, if I put my