


# Mayonnaise

## Qualitative Consumer Research Study:



**Radma Research  
stepped in to carry out  
a qualitative deeper  
investigation into role  
of Mayonnaise in daily life  
and understand current  
practices in Japan**



Radma Research recently conducted a study on Mayonnaise consumers in Japan to gather information on the role of Mayonnaise in daily life, the current practice of purchasing and consuming Mayonnaise, and the opinions on different packaging options. The study targeted a diverse group of 16 participants, with equal representation of males and females, aged 19 to 45 years old and living in Japan for at least 3 years. The participants were chosen based on their frequent consumption of Mayonnaise and their responsibility in household grocery shopping.

The research was conducted through in-depth discussions (IDIs) and homework tasks. The homework tasks involved collecting information on the convenience of purchasing Mayonnaise, storing and carrying different packaging, and disposing of the packaging based on the country's regulations. The participants were also asked to take a one-minute video to demonstrate the process of using Mayonnaise from purchasing to disposing of the packaging.

During the IDIs, the participants shared their views and opinions on different packaging shapes, flavors, materials, usability, eco-friendliness, and user-friendliness from a consumer perspective. They also shared their thoughts on the new packaging options that the client wants to launch in Japan. The discussions also covered topics such as their requirements and likes/dislikes for Mayonnaise and their regular usage of the product.

# Conclusion

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Method

Based on the findings of the study, it was concluded that Mayonnaise is a well-established and widely consumed product in Japan. The participants shared that the convenience of purchasing and storing Mayonnaise is an important factor in their purchasing decision. The ease of carrying and disposing of the packaging also plays a significant role in their decision-making process. The participants appreciated the eco-friendly packaging options and the convenience of using the packaging.

The study provided valuable insights for the client, who wants to launch a new brand of Mayonnaise in Japan with different packaging options. The client can use the findings to understand the taste and opinions of Japanese consumers towards new brands and packaging of Mayonnaise. They can also make changes to the shape, material, flavors, and packaging of their product based on the rules and regulations of the country and the cultural preferences of the consumers. Additionally, the study provided new ideas for the ease of penetration into the market.

In conclusion, Radma Research's Mayonnaise Consumers Study in Japan was a comprehensive and insightful research project that gathered valuable information on the current practices and opinions of consumers. The findings of the study can be used to understand the market and make informed decisions for launching a new brand of Mayonnaise in Japan. The study demonstrated the importance of conducting market research to understand the needs and preferences of consumers, which can ultimately lead to the success of a new product in the market.

# Why Radma?

We at Radma Research possess the ability to sift consumer data that is key to the strategic direction of businesses **across sectors and global geographies**. Serendipitous or reiterative, we constantly pre-empt challenges in market research and overcome them in a swiftly changing world that is faced with various socioeconomic and environmental alterations. **A few elements that set us apart:**

1

Qualitative researchers and business experts across the industry for the highest quality of actionable results no matter how tall the ask

2

Global accreditations and associations are proof of our world-class advisory and perseverance

3

24x7 client support

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## RADMA RESEARCH

Our high integrity, passionate client focus, long-term relationship building, commitment to the highest standards of methodological rigor, and a culture of success and pride through a supportive and rewarding work environment ensure you have credible and compelling solutions for every project.

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