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Book description: A practical and authoritative guide to conducting focus group discussions in health and social science research, with particular emphasis on using focus groups in developing country settings. Monique M. Hennink describes the procedures and challenges of each stage of international focus group research.

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Hennink, Monique M. 2007. International focus group research: a handbook for the health and social sci-ences. Cambridge: Cambridge University Press. ¶

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Focus group research provides direct information about the market from actual consumers. The company chooses eight individuals who represent their target market for a constructive discussion. The moderator asks questions regarding customer preference on laptop size and features. Group members discuss why they do or do not like certain aspects ...

Focus group research | Focus group in qualitative research ...

Focus group discussion is a technique where a researcher assembles a group of individuals to discuss a specific topic, aiming to draw from the complex personal experiences, beliefs, perceptions and attitudes of the participants through a moderated interaction (Cornwall & Jewkes, 1995; Hayward, Simpson, & Wood, 2004; Israel, Schulz, Parker, & Becker, 1998; Kitzinger, 1994; Morgan, 1996).

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Recruiting participants for the group discussions is one of the fundamental tasks of focus group research. Participants in focus group research are recruited non-randomly (sometimes referred to as **[purposive]** recruitment), according to criteria specific to the research objectives.

International Focus Group Research - Cambridge Core

The focus group appeared to be the ideal method to stay in touch with customers, in both exploring their needs and identifying their attitudes. The focus group technique has evolved over the years within market research and has strongly influenced the business community from product design through to promotions and advertising.

Using the Focus Group in Market Research | B2B International

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