

Example_ Sample Strategy/Recruitment Criteria

Background

We are studying customer behaviours, perceptions and attitudes towards purchasing water and air filters online in Germany, only to German consumers.

Water filters: those filters that can apply to the fridge, coffee machine, or simply filter tap water.



Kühlschränke



Kaffeemaschinen



Dunstabzugshauben

Air filters: An activated carbon filter for the extractor hood ensures that food smells are neutralized. This filter is used when no air can escape to the outside.



● Available from 14-05-2021

CATA activated carbon
filter C2 - T600 /
02859494

€ 19.95 per piece



● Available from 21-05-2021

Pelgrim fine dust filter
HF3004

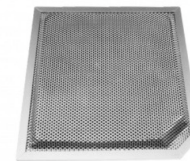
€ 69.95 per piece



● Available from 21-05-2021

Atag fine dust filter
HF3004

€ 69.95 per piece



● Immediately available,
delivery time 1-4 days.

Continental Edison
activated carbon filter
255x243mm

€ 34.95 per



Recruitment Criteria

- Participants: 16-21 in total (we will show the number of interviewees needed in each category)
- Length: 75 mins
- Communications: web-based zoom link/google hangouts
- Interview weeks: CW 21-22, can be extended to 23 depending on their availability

Criteria 01: Purchase History

- They have bought water **and/or** air filters before via online shopping.
- **More than** half of all recruited interviewees **bought water filters online** before
- **At least half** of all recruited interviewees **bought air filters online** before
- **At least a third** of all participants **have bought both** water and air filters online before
- **Around Half have bought air or water filters offline**

Criteria 02: Renting vs owning a house/apartment

Criteria 03: Family status

Criteria 01	Criteria 02	Criteria 03	Number of interviewees needed
The participant has bought water and/or air filters before via the internet And/or offline in the store (around a half)	Renting a house/apartment	Have kids at home	5
		Single	3
		Couple	4
	Owning a house/apartment	Have kids at home	5
		No kids at home	4