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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.

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