

# Crafting Effective Questionnaires

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## - Purchasing Behavior Survey -

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## Business Challenge

Understand the demographics and channels of the buying experience, and to launch appropriate promotional measures

# Purchasing Behavior Survey

Understanding the purchasing behavior of consumers with different backgrounds is crucial for companies when developing marketing strategies and planning campaigns. A purchasing behavior survey allows companies to comprehend the entire customer purchasing process and identify factors that influence purchasing decisions. Additionally, by grasping the purchasing motivations of target segments and their preferred purchase channels, companies can formulate specific measures that lead to increased sales and enhanced customer loyalty.

## Data that can be obtained

- ✓ Basic demographic information of customers.
- ✓ Purchase trends including purchased items, frequency, and spending.
- ✓ Purchasing motivations and decision-making processes.
- ✓ Perceptions of products and brands.
- ✓ Reactions to advertising and marketing initiatives.

## Survey Objectives

- Understand which products are purchased in which areas.
- Determine the level of awareness of new products and services.
- Assess the promotional effectiveness of strategies such as sales, coupons, and points.
- Gather comparative evaluations of your products versus competitors' products, as well as customer satisfaction and feedback.

## Actions based on the survey result

By deeply understanding the customer purchasing process and decision-making factors, marketing strategies can be optimized to effectively attract customers through targeted advertising and promotions that align with their purchasing motivations.

# Questionnaire Example

**Q** Where did you first hear about or learn about the product?

- Manufacturer's website
- Advertisement
- Catalog or brochure
- Social Media
- TV
- In-store product
- Video sharing platform
- Online shopping site
- Recommendation from an acquaintance

**Q** What factors do you usually consider when choosing a product to purchase?

- Price
- Shop staff's opinion
- Product quality
- Reviews on social medias or blogs
- Product effectiveness
- Celebrity or model featured in advertisements
- Other

**Q** Where do you usually purchase products in the target category?

- Drug store
- Department store
- Variety shop
- General supermarket
- Specialty cosmetics store
- Online shopping site
- Other

**Q** Do you plan to continue purchasing the products you usually buy in the future?

- I want to continue purchasing
- I somewhat want to continue purchasing
- I'm not sure
- I don't really want to continue purchasing
- I don't want to continue purchasing

Creating questionnaires from scratch can be challenging. Our survey templates streamline the process, helping businesses quickly and efficiently gather actionable insights.

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# Key Points for Questionnaire Design

The way questions are formulated varies depending on the information you want to collect. It's essential to clarify what information you want to gather through the survey and what solutions you hope to find before creating the questions.

## TIPS for conducting surveys:

- Have a clear objective.
- Use specific and concise words.
- Select the appropriate response format according to the research objective.
- Arrange the order and flow strategically.
- Avoid bias.
- Conduct a pre-test.

## TO UNDERSTAND YOUR COMPANY'S STRENGTHS AND WEAKNESSES BY COMPARING WITH COMPETITORS

- Questions about select all brands they have considered purchasing in the past.
- Questions about select all brands they have purchased in the past.
- Questions about the reasons for their purchase.
- Questions about the reasons they considered but did not purchase.
- Questions about the factors they consider important when making a purchase.

## TO UNDERSTAND THE PURCHASING BEHAVIOR OF YOUR COMPANY'S PRODUCTS

- Questions about how they became aware of the product.
- Questions about purchase frequency.
- Questions about purchase channels and sources.
- Questions about user satisfaction and the reasons.
- Questions about the intention to continue using the product.

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Network

  
**16**  
markets in  
Asia-Pacific

  
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