

Purchase Decision

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Questionnaire

This questionnaire is to examine the situation that people will make purchase decision.

Also, it will examine when people increase their propensity to buy a products, and when people tend to delay their decision to buy something.

Results

There are total 8 responses.

Half of them are males, while half are females.

The age range are between 20-24. All of them are university students.

Results

More than half of the participants define themselves as brand loyal customers.

87.5% of them suggests that if there has a deal, they would like to buy another brand.

Price is actually the most important reasons to buy a product. Followed by the reasons of Brand name, service and utility.

WOM is usually the most common reason when people are introduced to a brand.

Usually, people tend to delay their purchase decision when they wanna wait for deals.

Conclusion

Because the participants are all university students, and half of them are females, while half of them are males. Thus, the data I gathered are pretty equal.

The results shows that people are not likely to be brand loyal customers than they imagined. People would like to make purchase decision by increasing the deal for a new brand/products.

In addition, word of mouth and price are the most important factors contributing to people's purchase decision. Packaging is the least important part contributing to the decision.