



Voted Product of the Year Israel

The Brand of Innovative Brands ⓘ

Air conditioning



Enter



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Product Category

Air conditioning

Region

All

Gender

All

Age

All

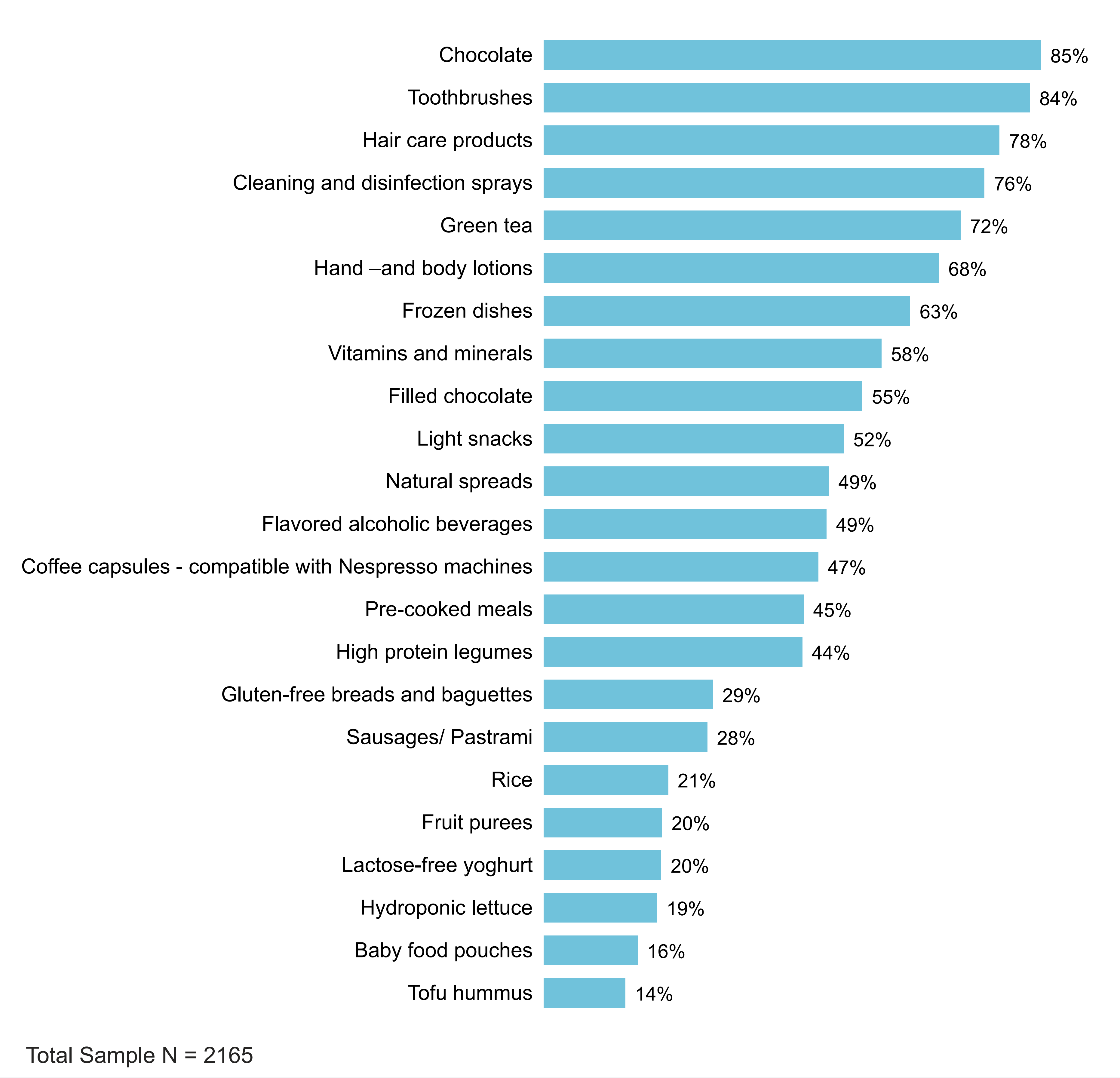
Household

All

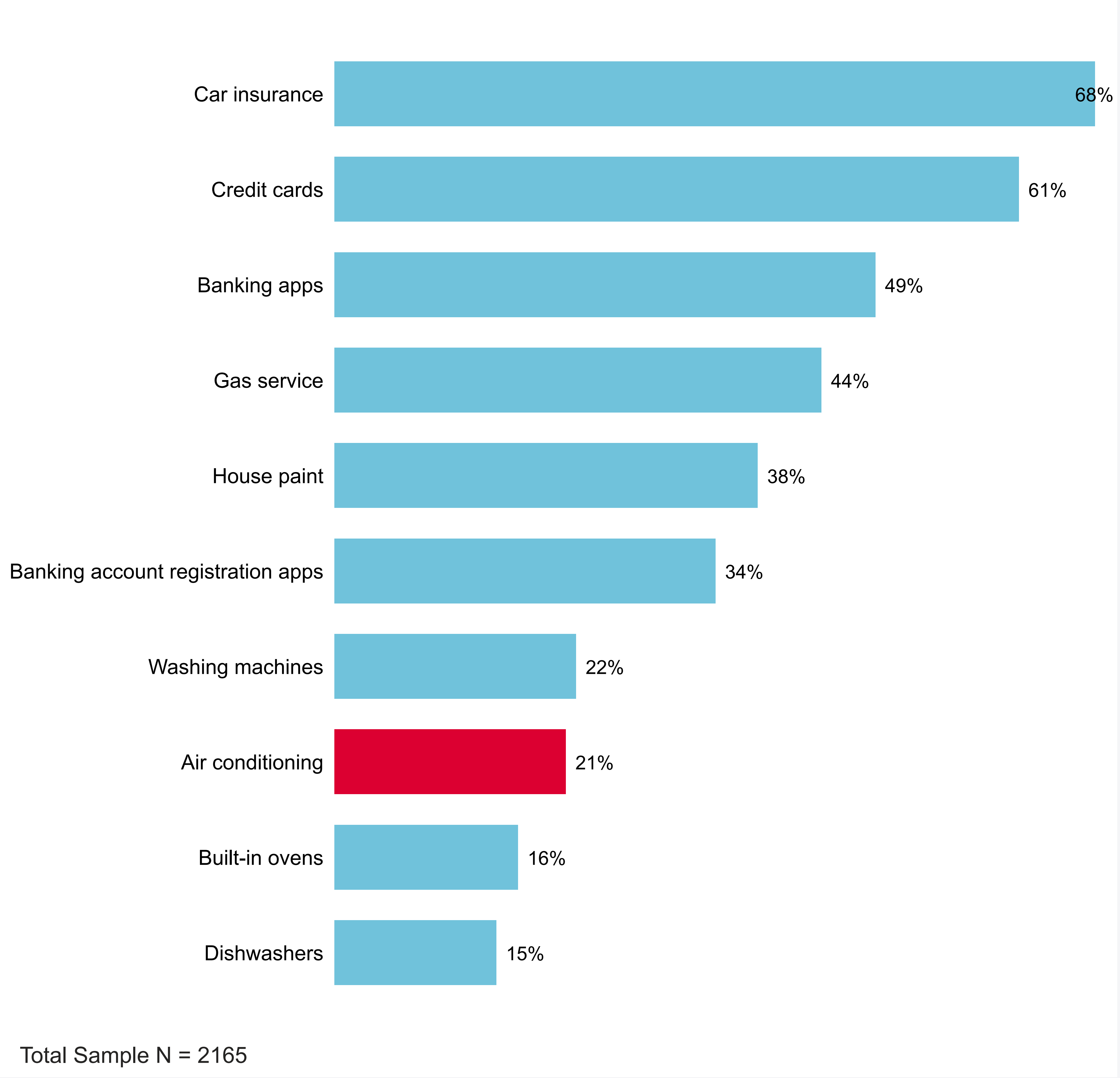
Education

All

Did Purchase-Last 6 Months



Did Purchase-Last 12 Months





Product Category

Air conditioning

Region

All

Gender

All

Age

All

Household

All

Education

All

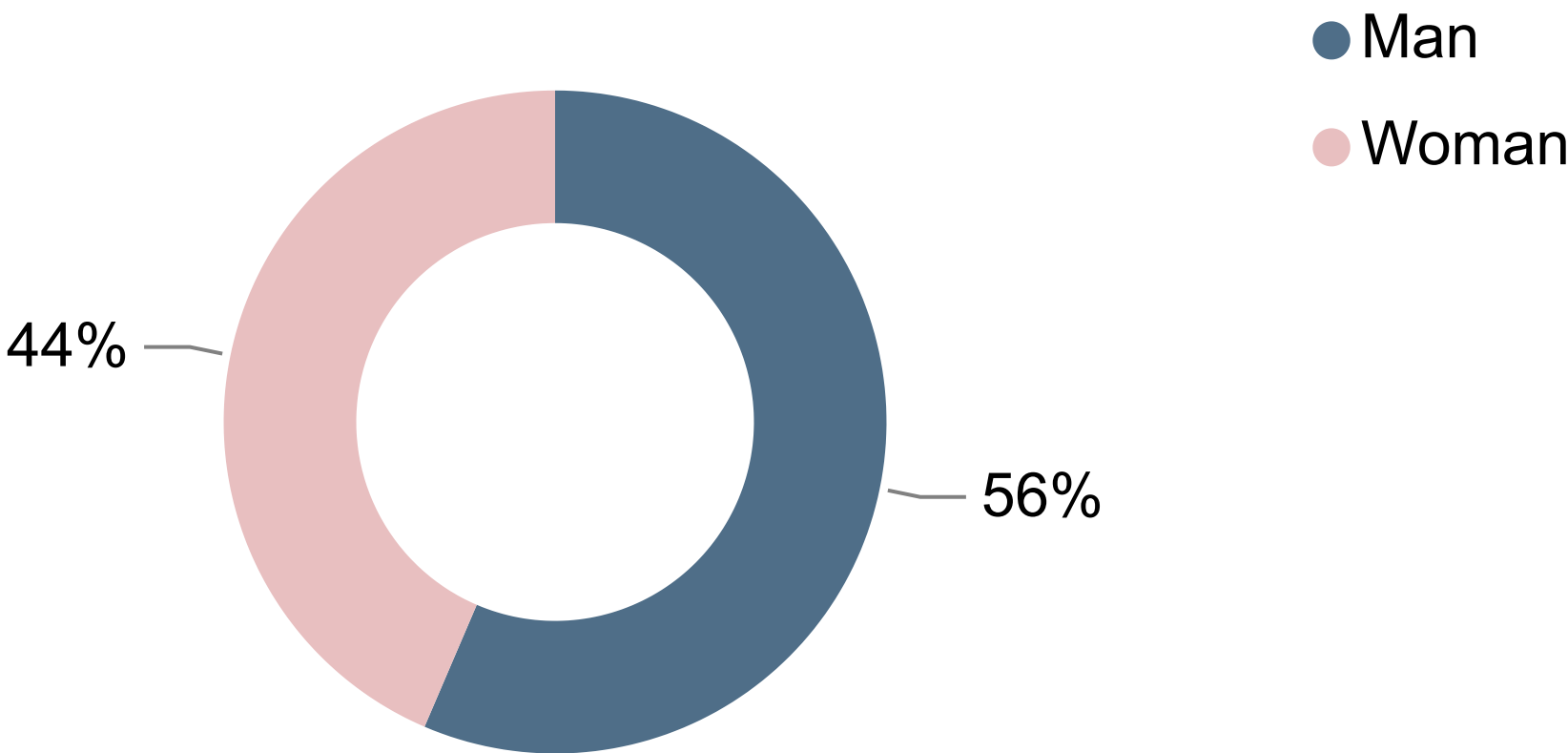
Electra Wall mounted Air Conditioning -Electra Magic 120- Price 1990 NIS



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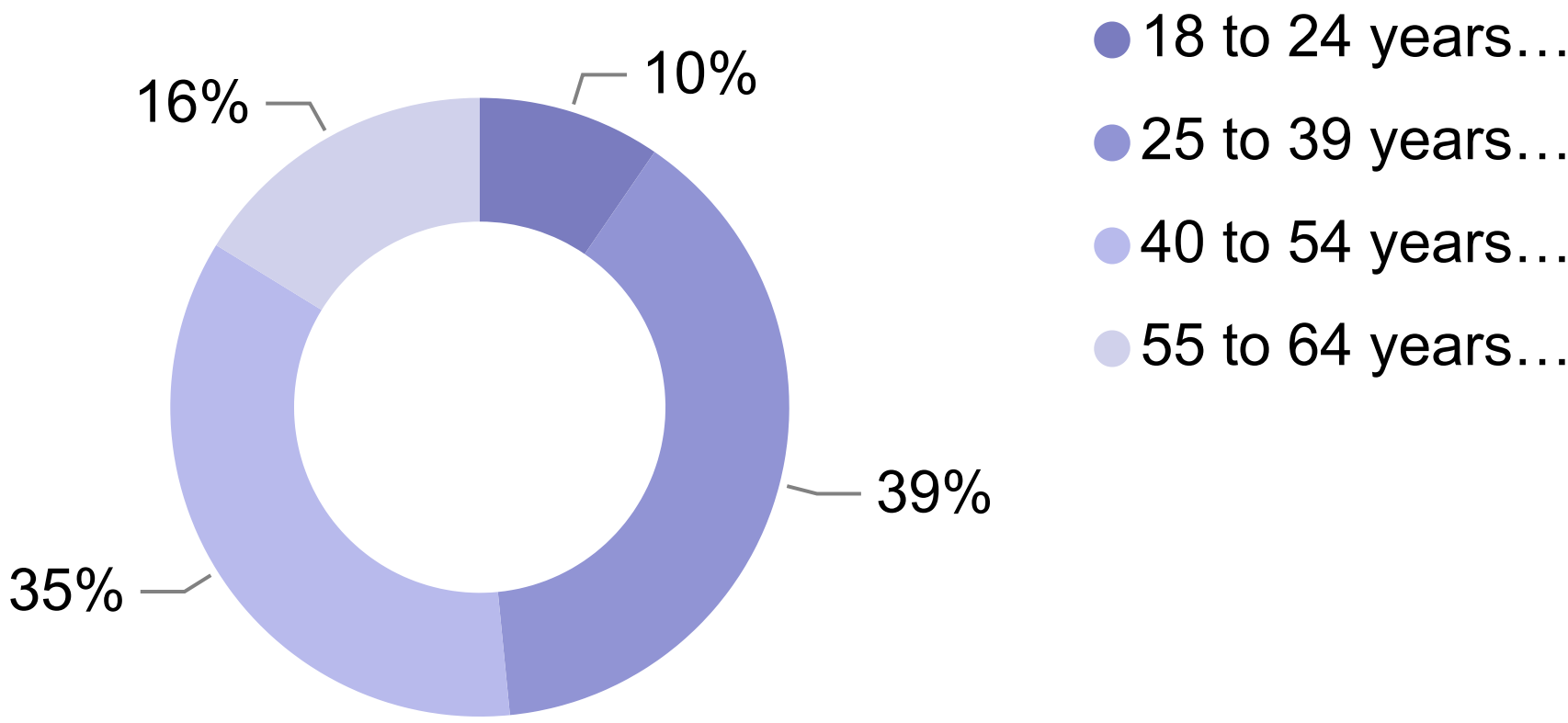
Category Buyer's Profile 1/2

Gender



Sample N = 450

Age

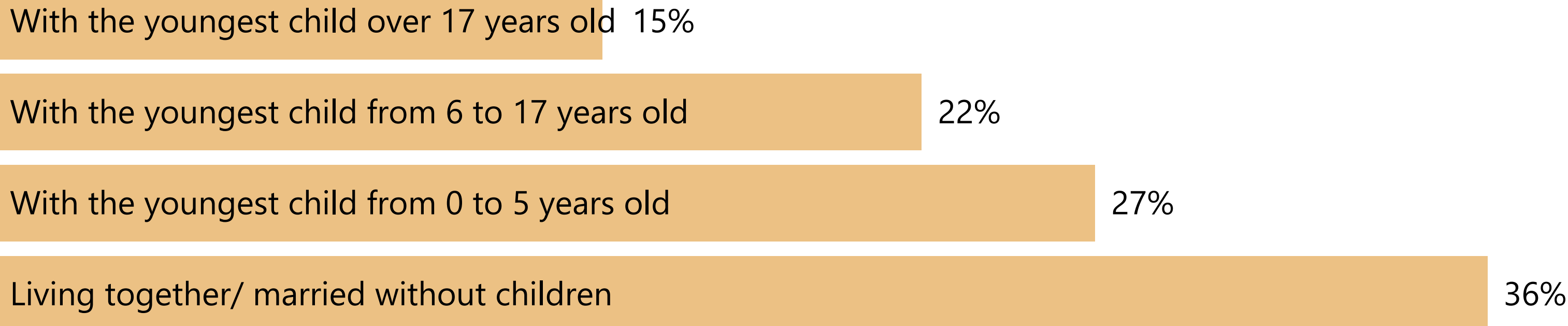


Sample N = 450

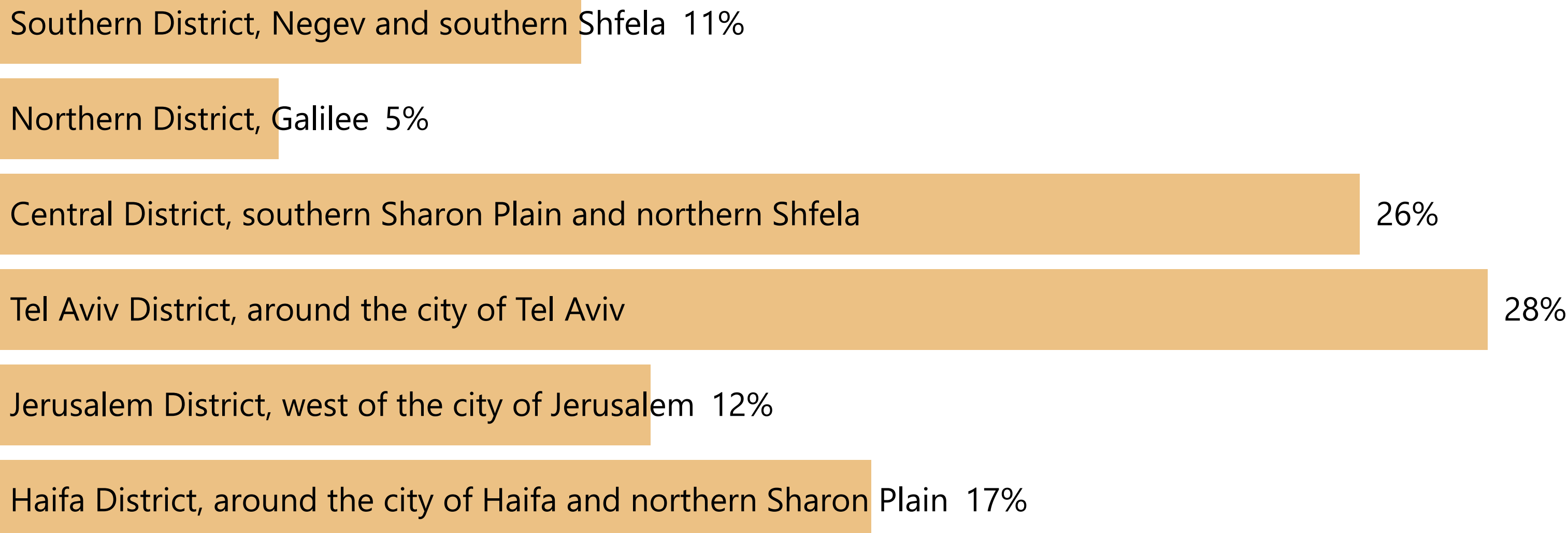
Category Buyer's Profile 2/2

Household size

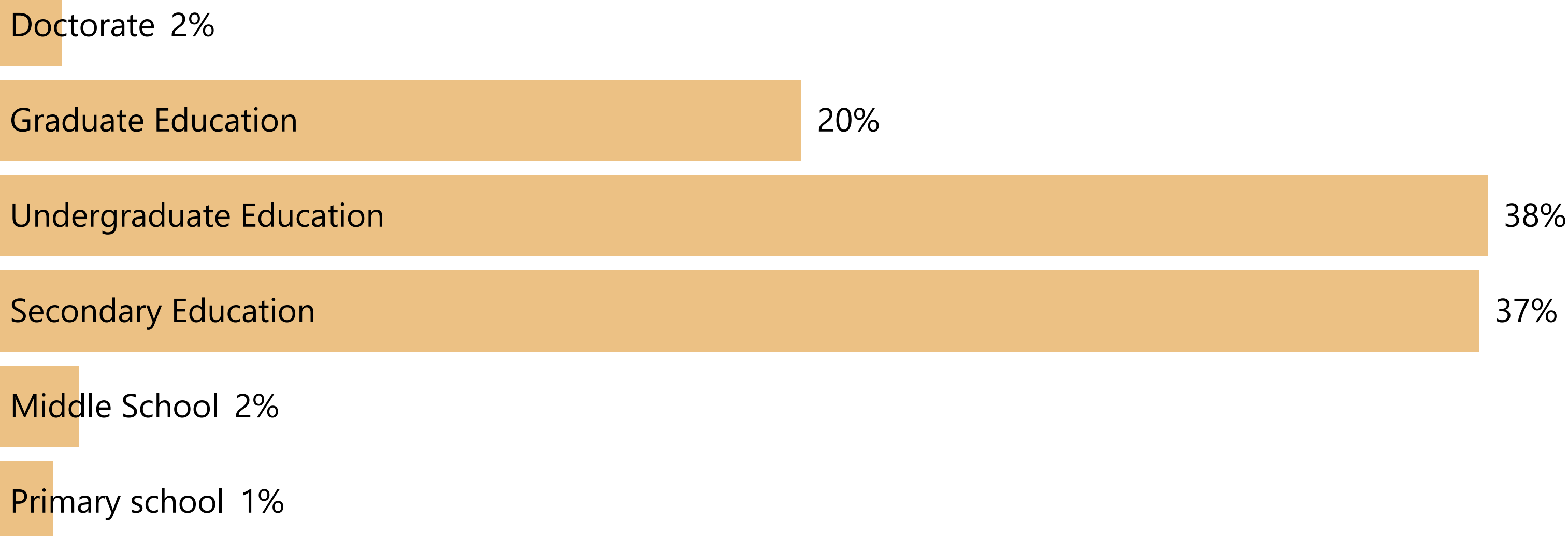
Sample N = 450



Regions

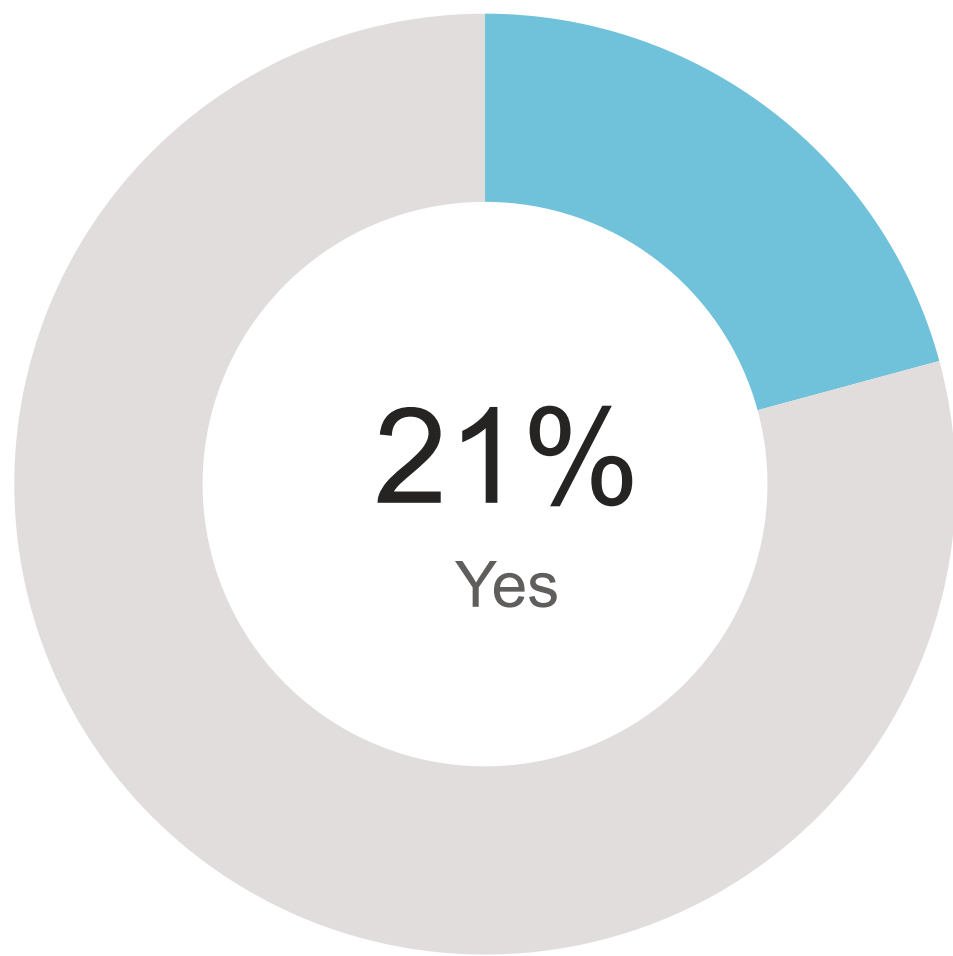


Education



21% have bought Air conditioning in the last 12

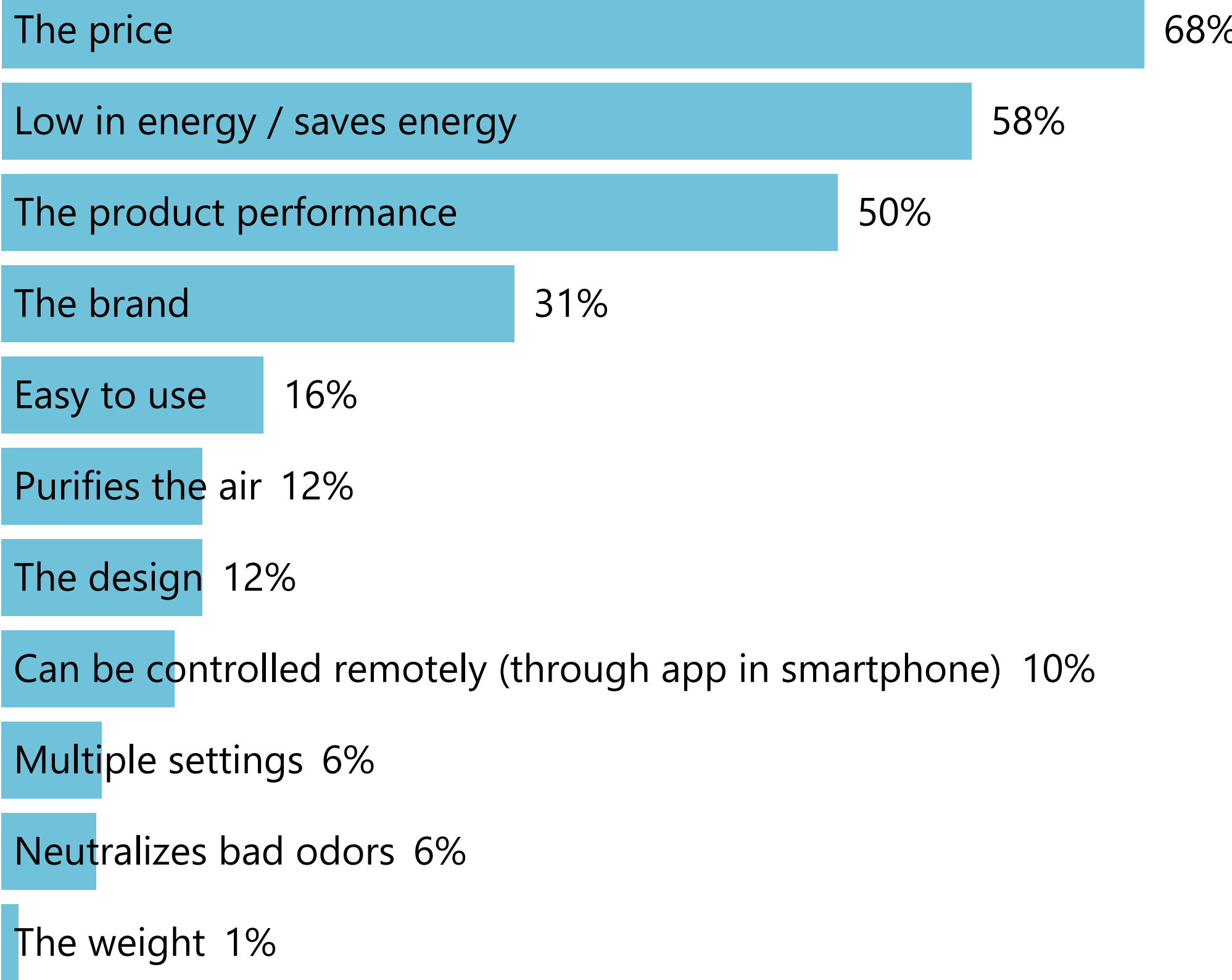
Have you bought Air conditioning in the last 12 months?



Sample N = 2165

Main reasons to buy Air conditioning

Purchase Criteria (3 choices)



Sample N = 301



Product Category

Air conditioning

Region

All

Gender

All

Age

All

Household

All

Education

All

Electra Wall mounted Air Conditioning -Electra Magic 120- Price 1990 NIS

This visual does not support exporting.

6.9*

Total Score

6.1

Competitor Avg.

7.3

Total Score

6.6

Competitor Avg.

7.4

Total Score

6.4

Competitor Avg.

5.9

Total Score

5.2

Competitor Avg.

(Blank)

Total Score

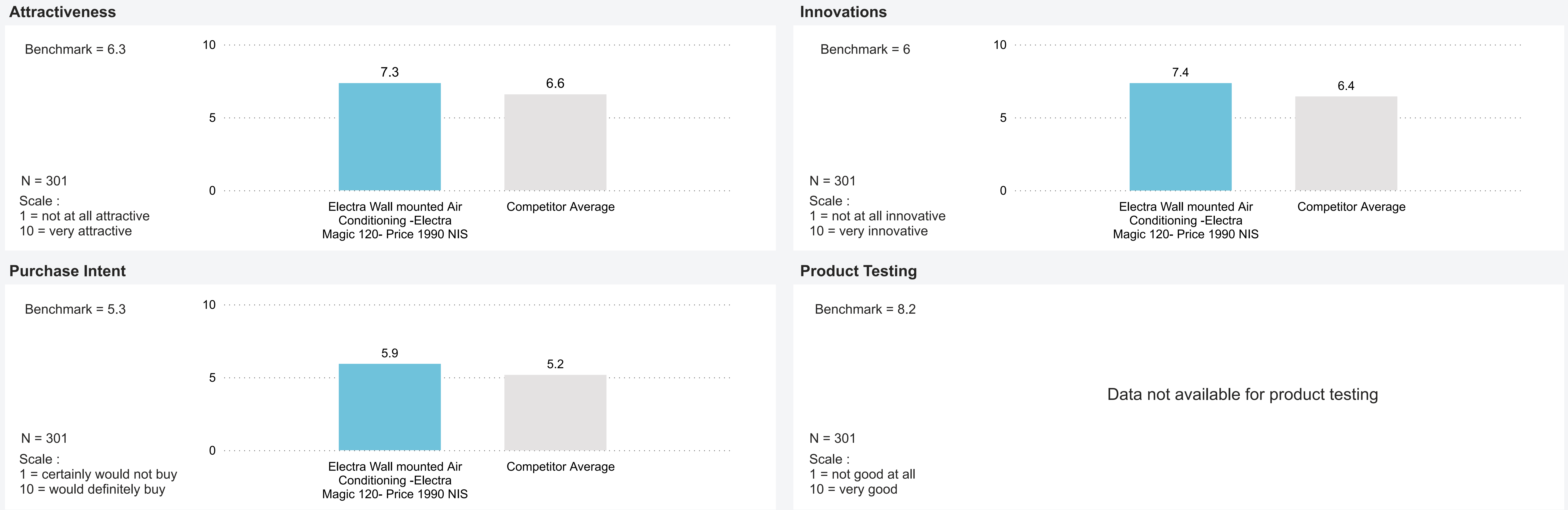
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Competitor Avg.

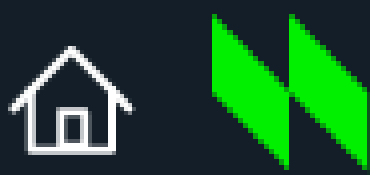
Product Performance

Touchpoints

Usage & Satisfaction



*FINAL Score = SUM of 20% attractiveness, 40% innovation, 20% purchase intent and 20% testing



Product CategoryAir conditioningRegionAllGenderAllAgeAllHouseholdAllEducationAll

Electra Wall mounted Air Conditioning -Electra Magic 120- Price 1990 NIS



This visual does not support exporting.

6.9*

Total Score

6.1

Competitor Avg.



7.3

Total Score

6.6

Competitor Avg.



7.4

Total Score

6.4

Competitor Avg.



5.9

Total Score

5.2

Competitor Avg.



(Blank)

Total Score

(Blank)

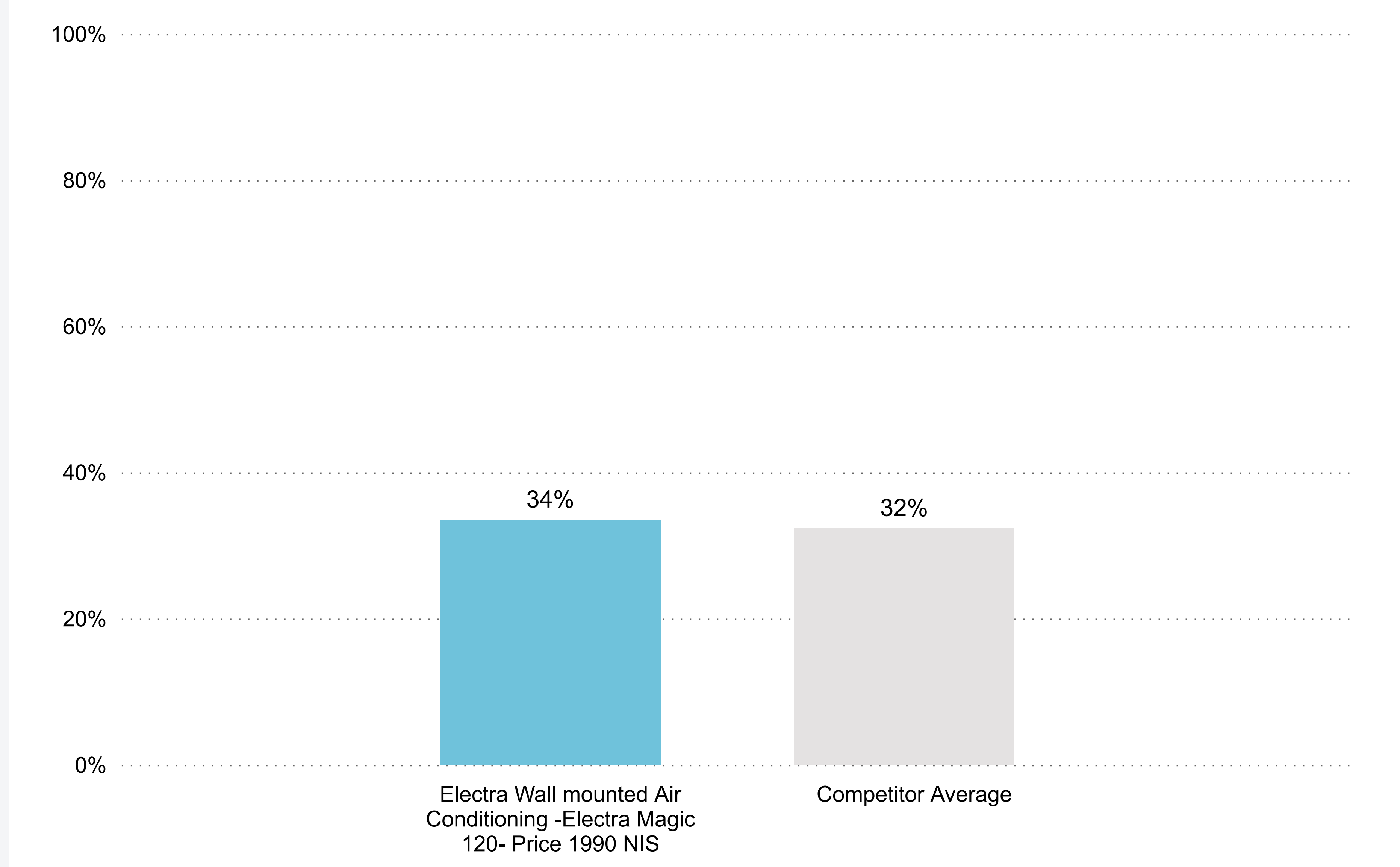
Competitor Avg.

☐ Product Performance

☒ Touchpoints

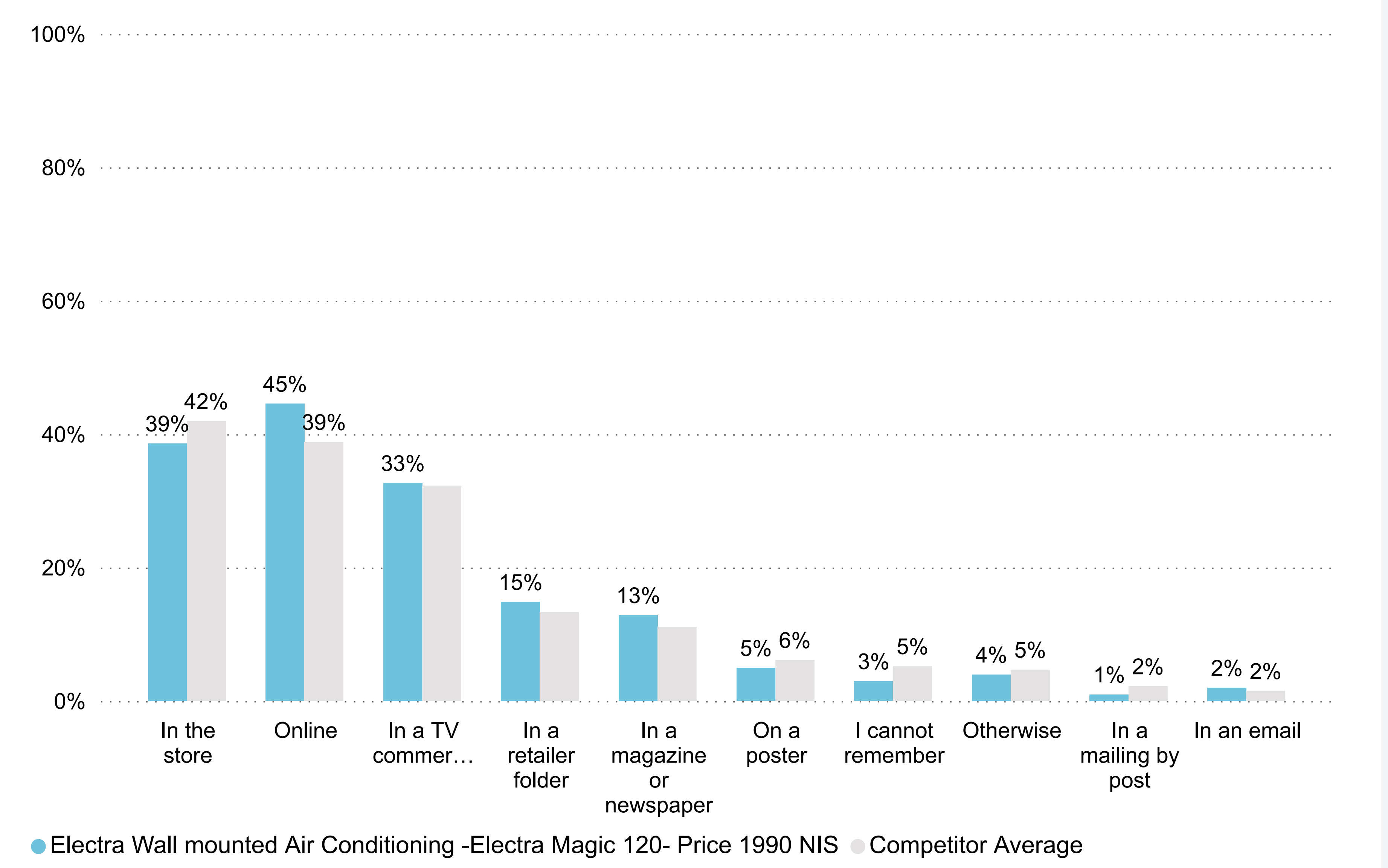
☐ Usage & Satisfaction

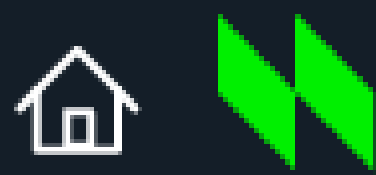
Awareness of Products



*FINAL Score = SUM of 20% attractiveness, 40% innovation, 20% purchase intent and 20% testing

Source of Awareness





Product Category Air conditioning ▼ Region All ▼ Gender All ▼ Age All ▼ Household All ▼ Education All ▼

Electra Wall mounted Air Conditioning -Electra Magic 120- Price 1990 NIS



This visual does not support exporting.

6.9 *

Total Score

6.1

Competitor Avg.

Attractiveness



7.3

Total Score

6.6

Competitor Avg.

Innovation



7.4

Total Score

6.4

Competitor Avg.

Purchase Intent



5.9

Total Score

5.2

Competitor Avg.

Product testing



(Blank)

Total Score

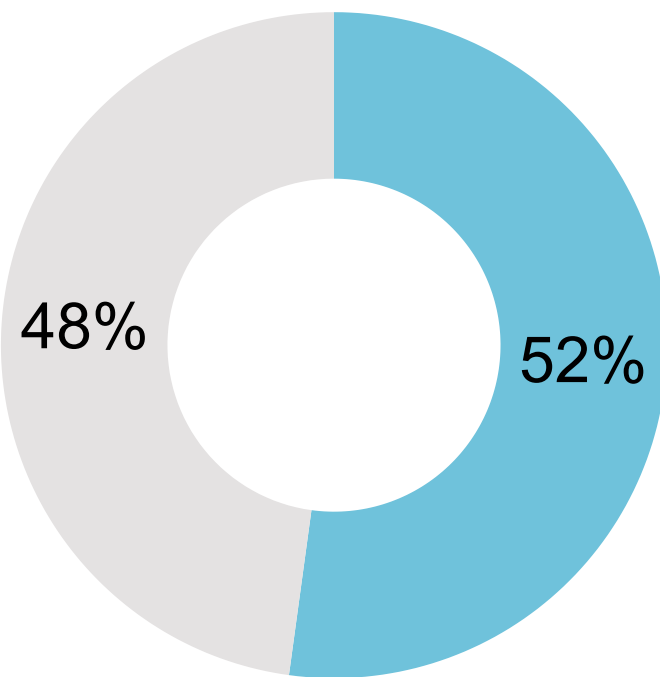
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Competitor Avg.

☐ Product Performance ☐ Touchpoints ☒ Usage & Satisfaction

Preference for a product

Suppose you have to choose between one of these products. Which product would you choose?

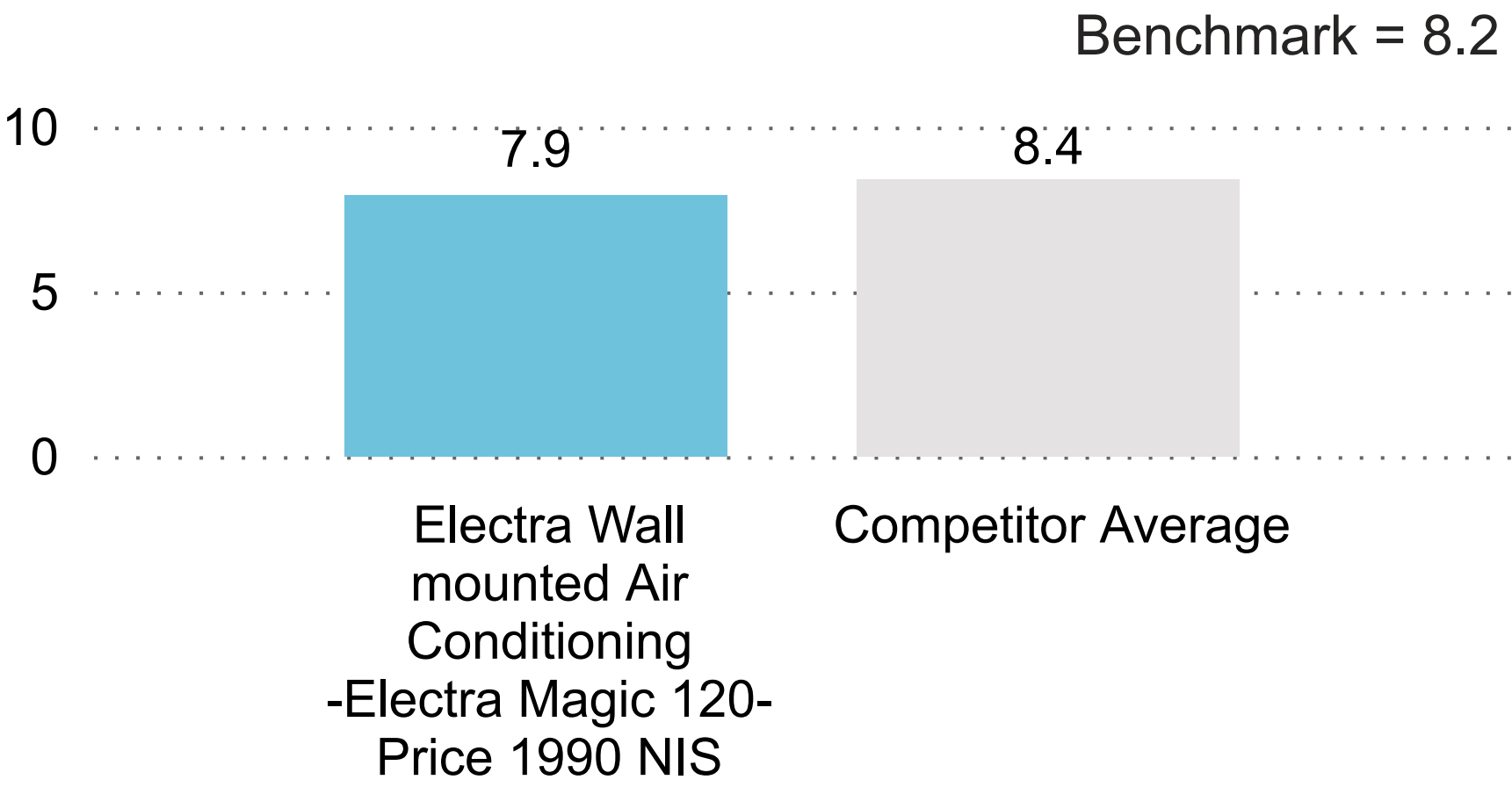


N = 301

● Electra Wall mounted Air Conditioni... ● Competitor Total

Satisfaction

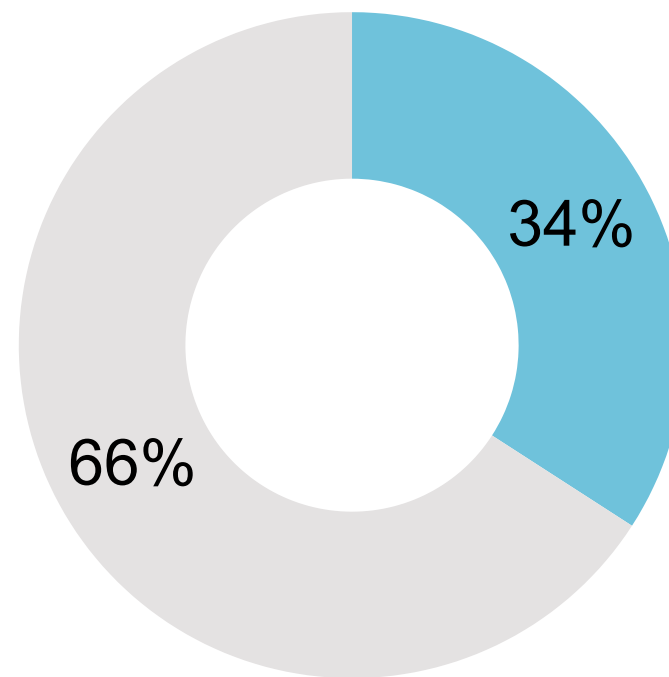
How satisfied were you with the product?



Scale : 1 = not at all satisfied | 10 = very satisfied

Product usage

Have you used this product?



N = 296

● Electra Wall mounted Air Conditi... ● Competitor Average

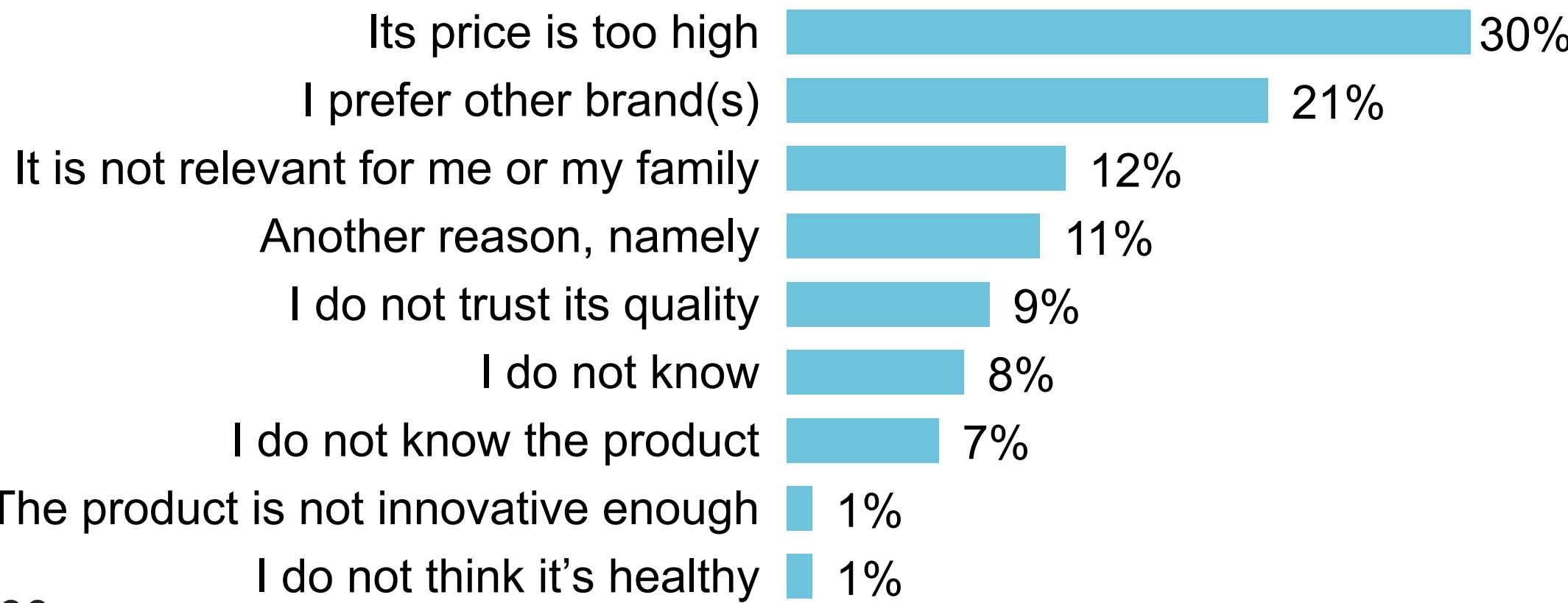
Reasons for not using products

What is the main reason for not buying Air conditioning product yet?



N = 58

What is the main reason for which you have not used this product?



N = 90

What is the main reason for which you have not used this product?



N = 51

*FINAL Score = SUM of 20% attractiveness, 40% innovation, 20% purchase intent and 20% testing



Product Category

Air conditioning

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All

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All

Age

All

Household

All

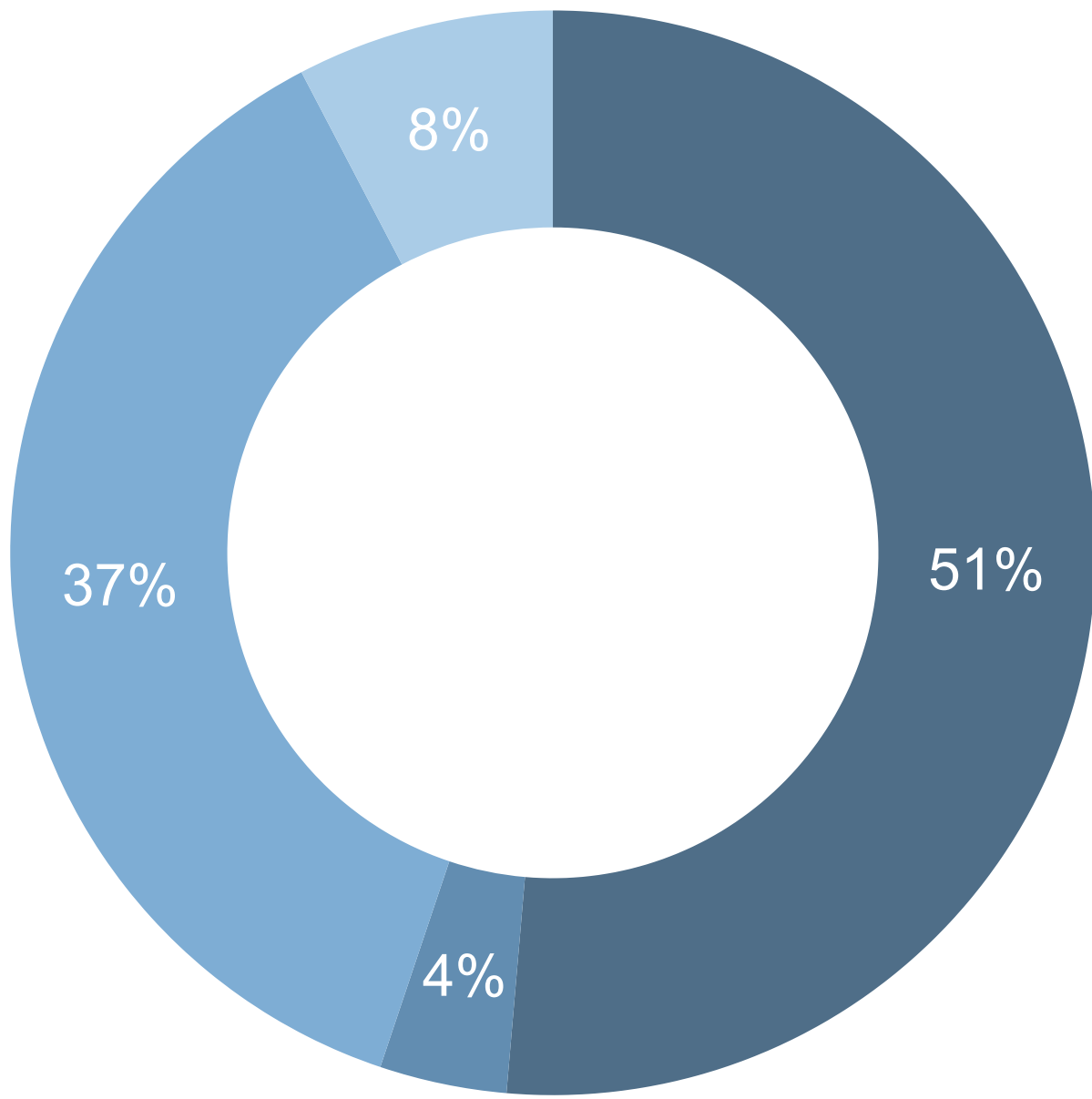
Education

All

Purchase Trigger



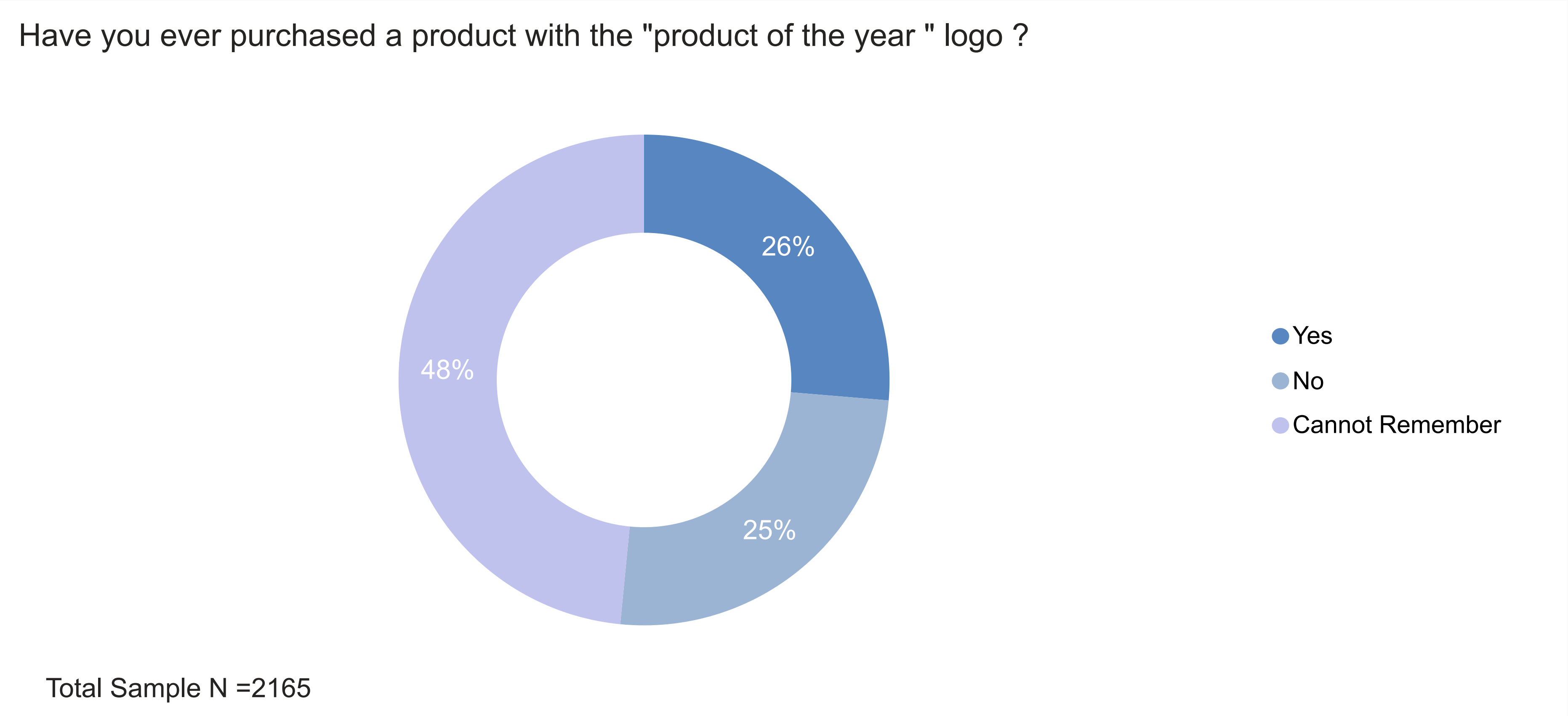
To what extent do you consider buying a product with the "product of the year" logo ?



- Would only buy the product if it is my regular product
- Would not buy the product at all
- Would buy / try the product instead of my regular product
- Otherwise

Total Sample N =2165

Purchase



Recognition

