



Product Category

Air conditioning

Region

All

Gender

All

Age

All

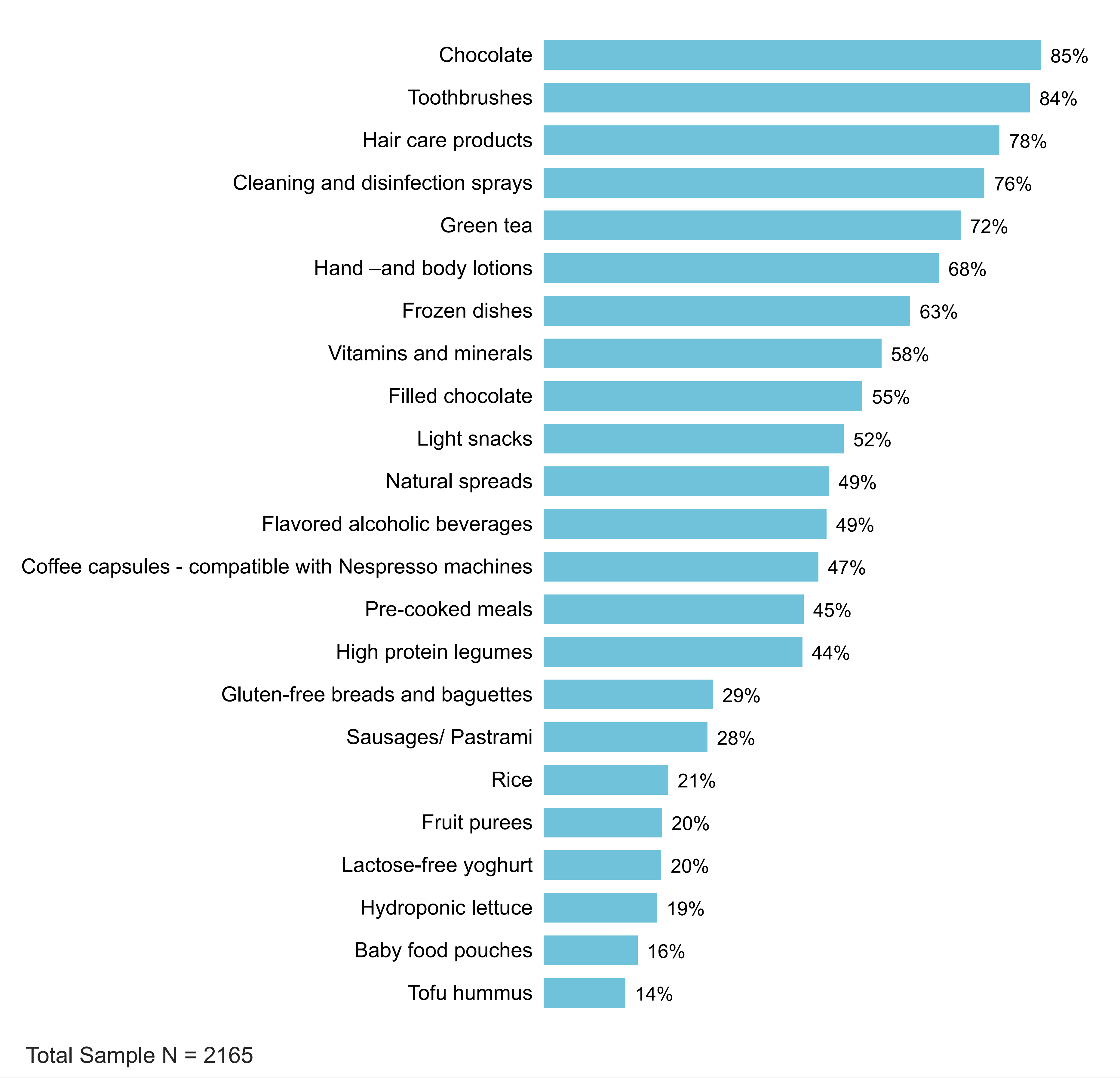
Household

All

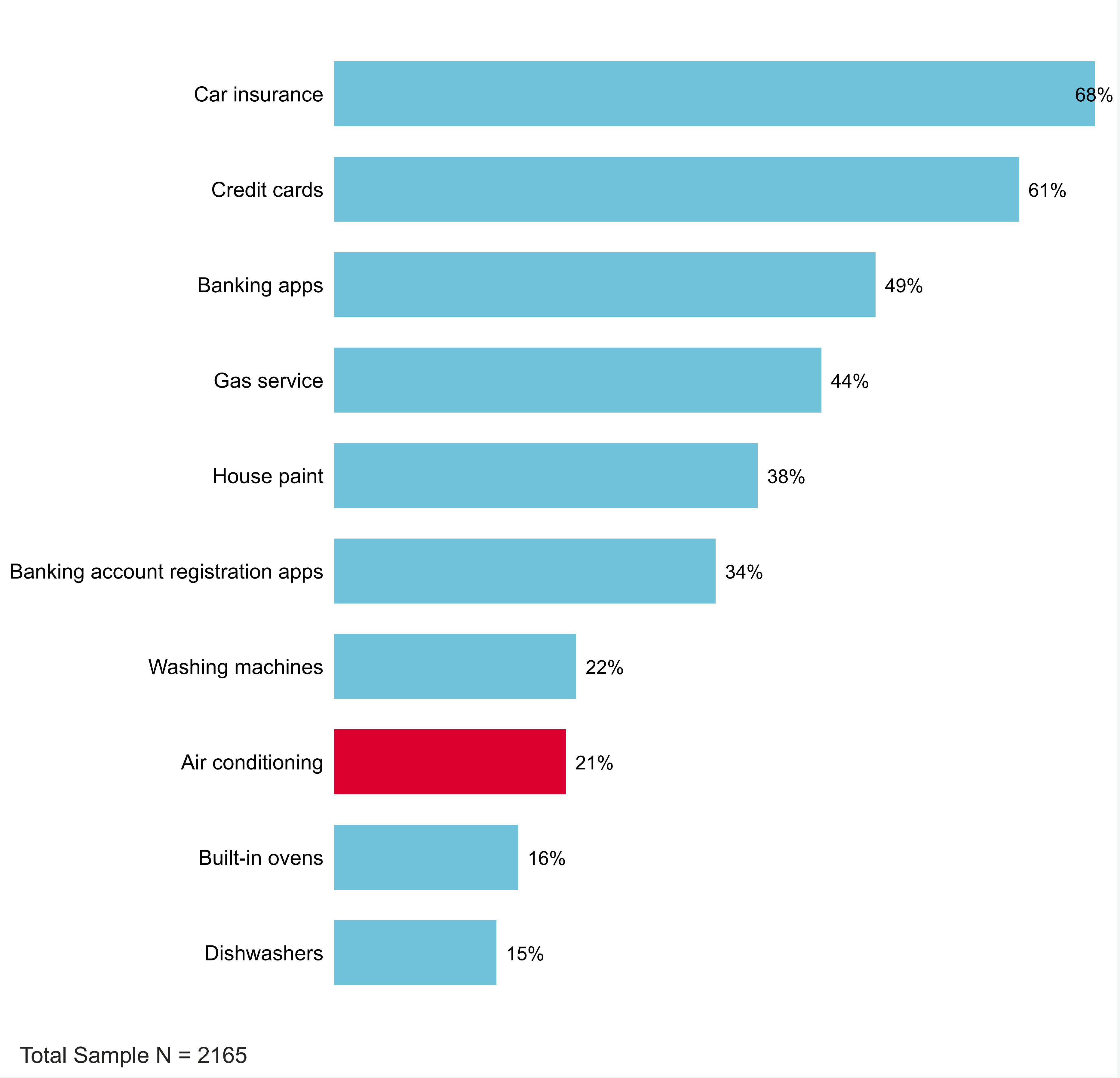
Education

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

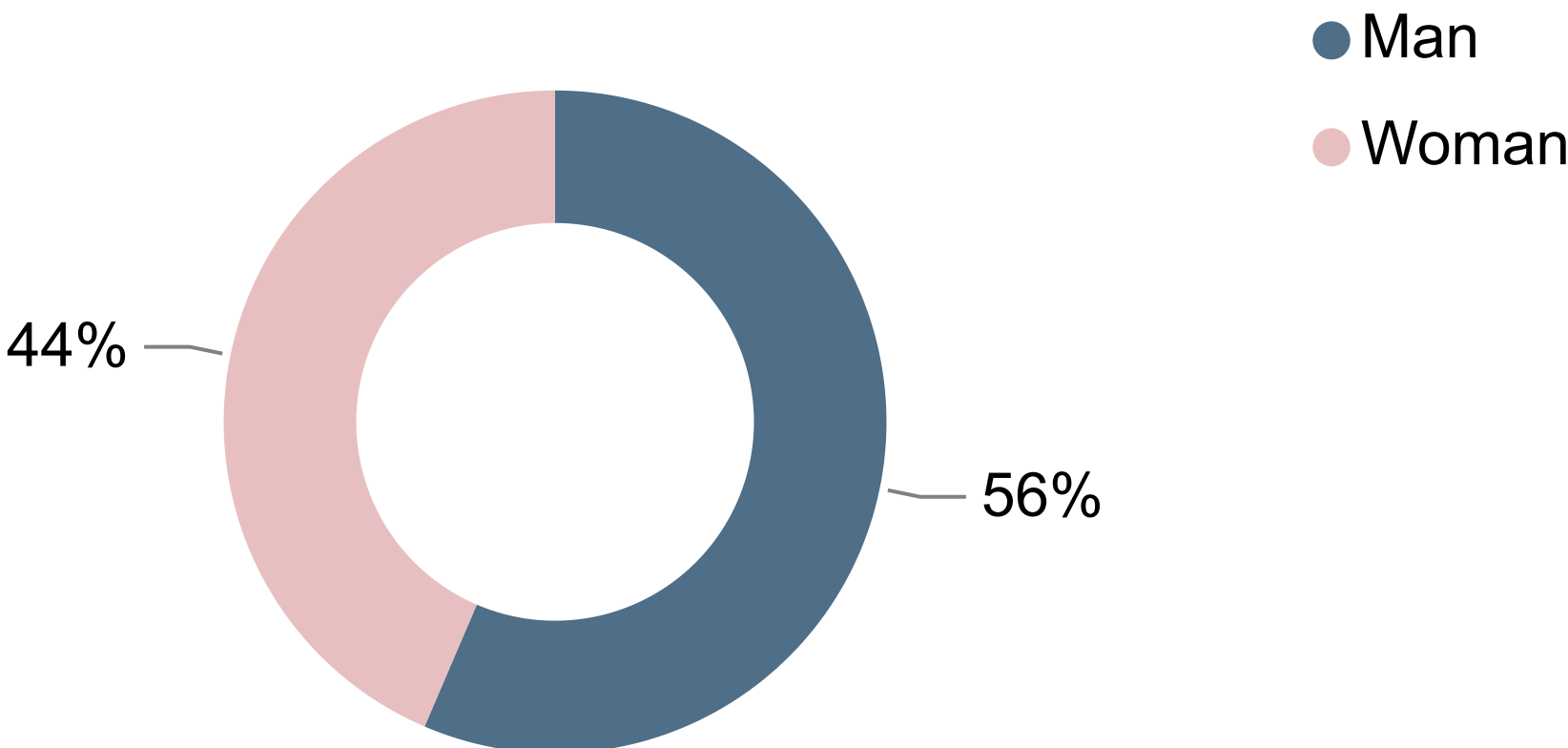
Electra Wall mounted Air Conditioning -Electra Magic 120- Price 1990 NIS



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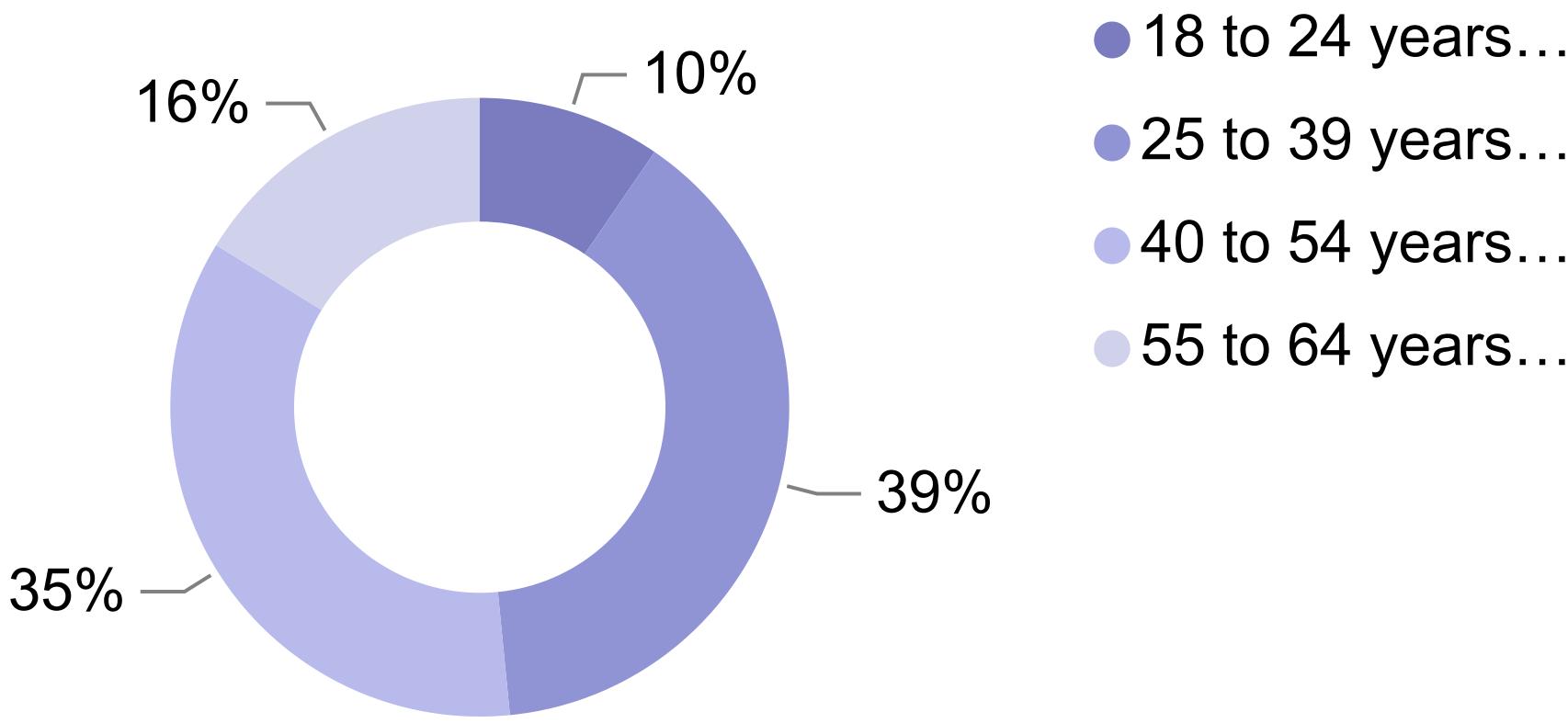
Category Buyer's Profile 1/2

Gender



Sample N = 450

Age

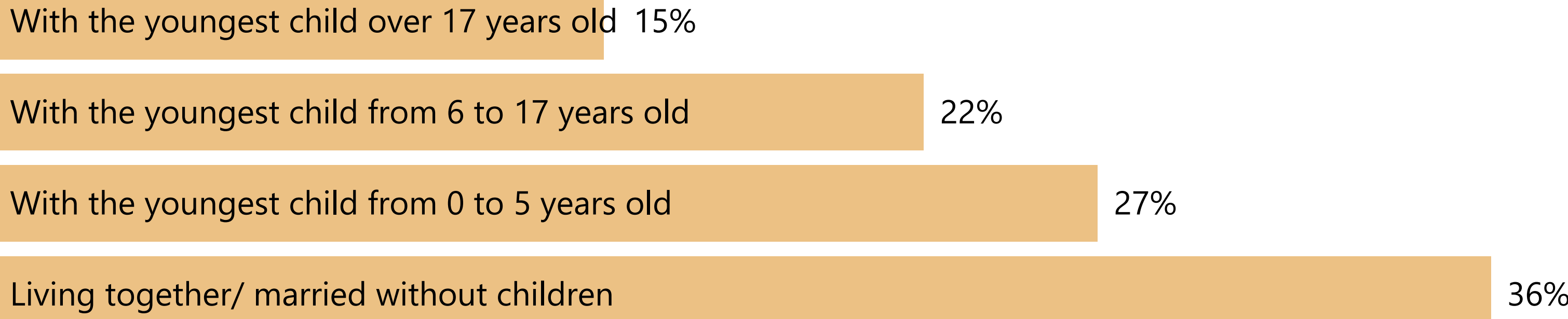


Sample N = 450

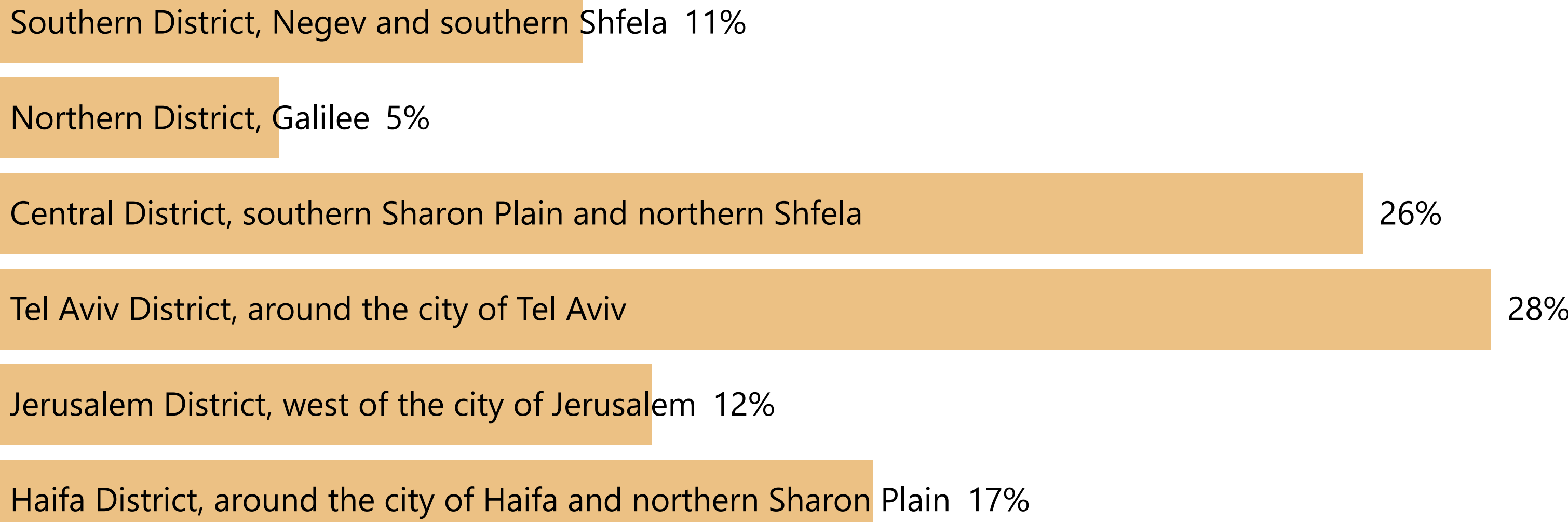
Category Buyer's Profile 2/2

Household size

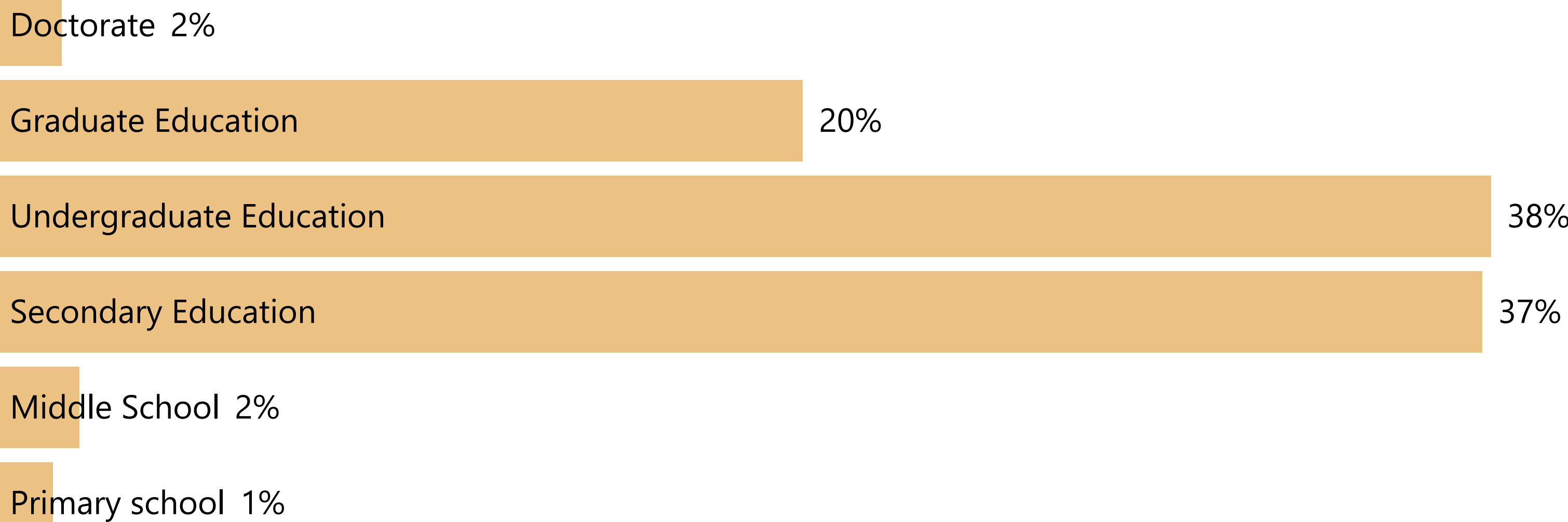
Sample N = 450



Regions

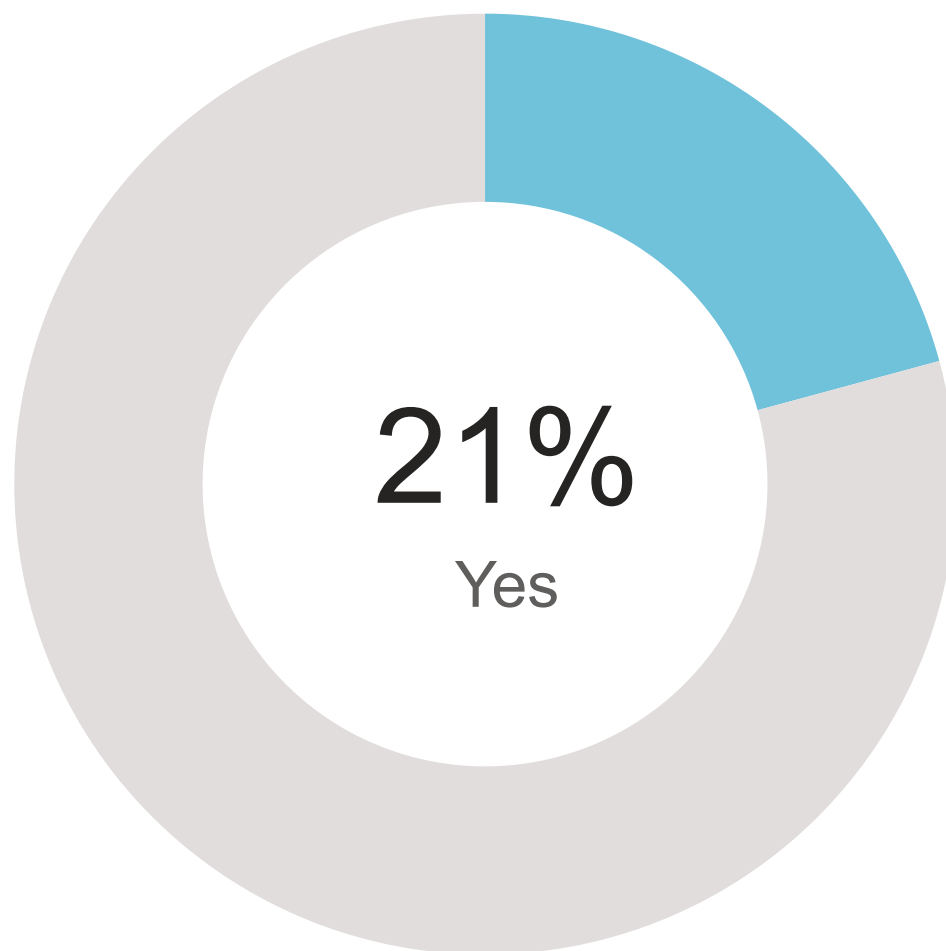


Education



21% have bought Air conditioning in the last 12

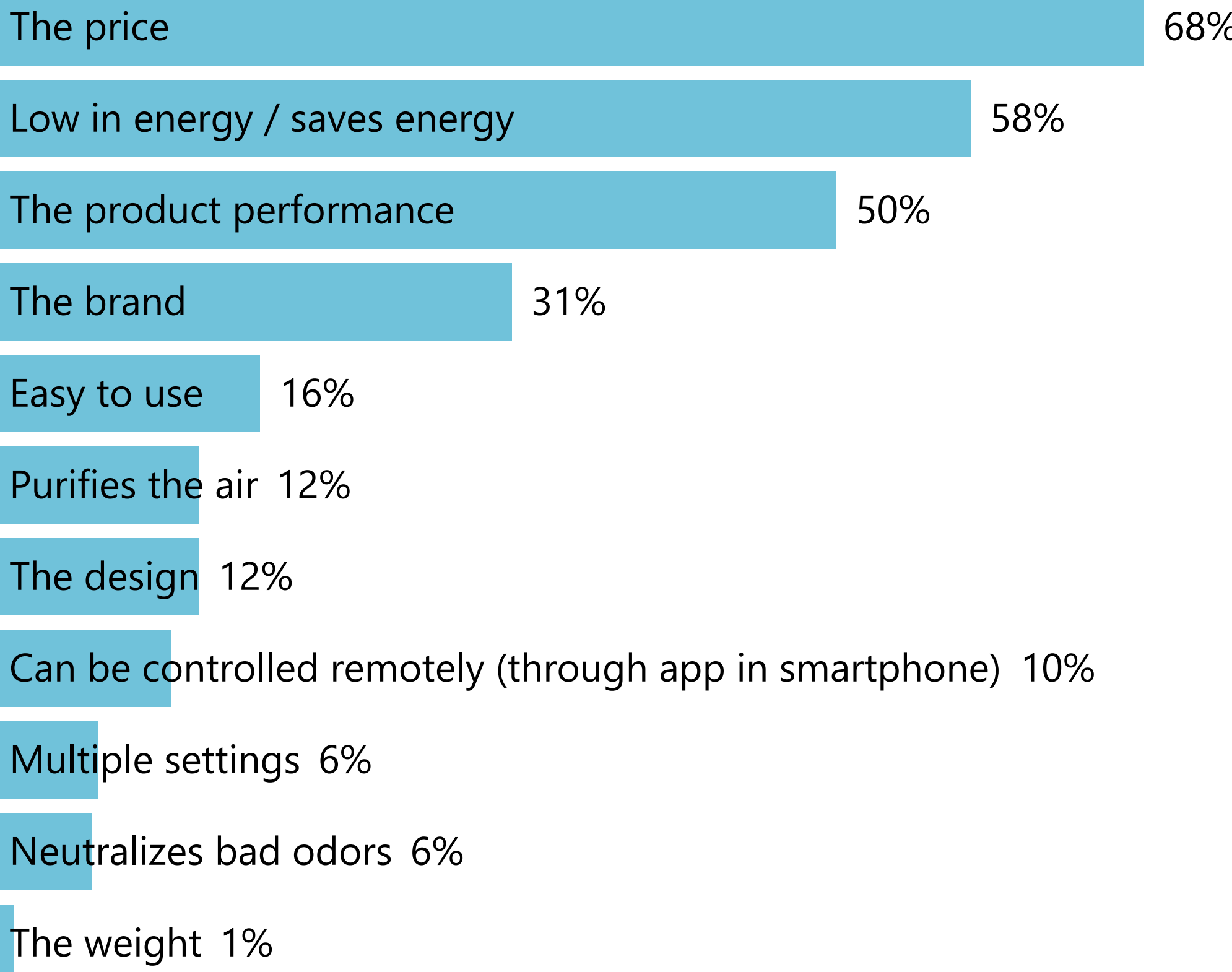
Have you bought Air conditioning in the last 12 months?



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

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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

(Blank)

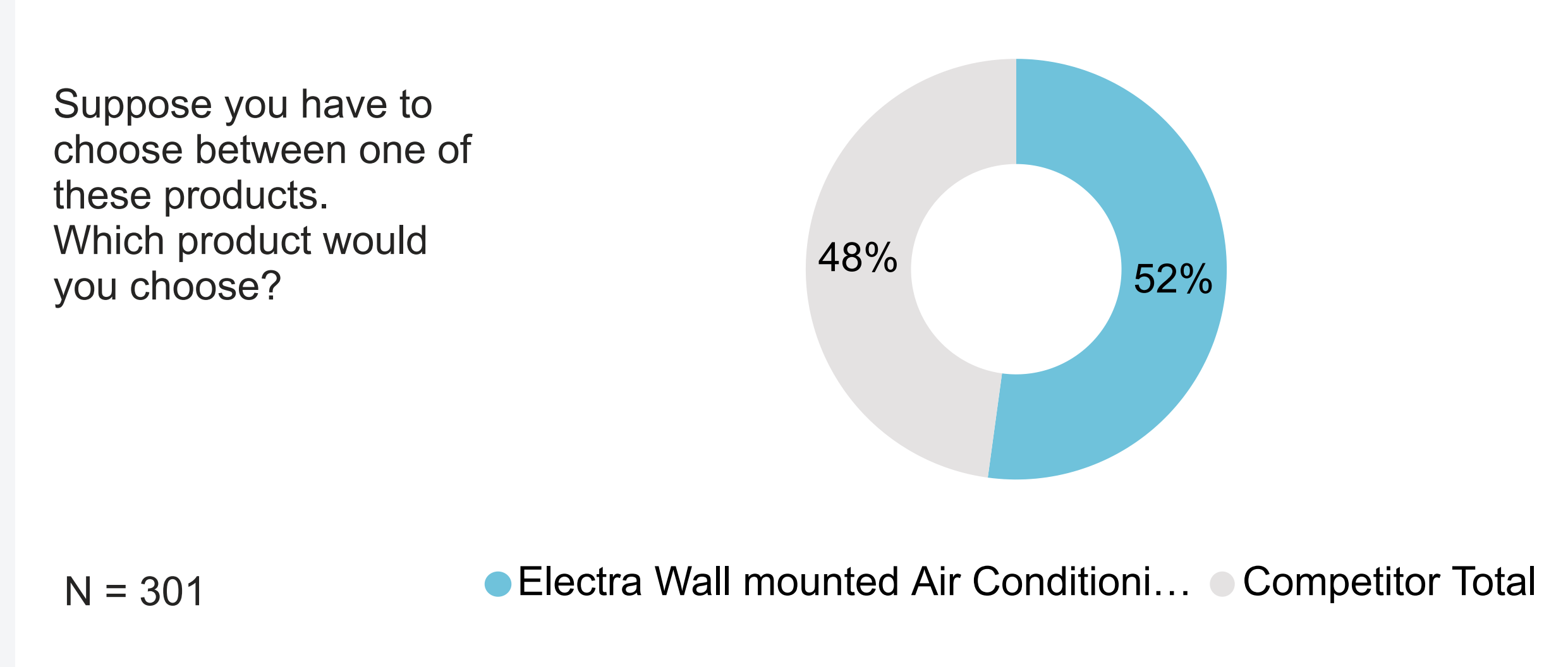
Competitor Avg.

Product Performance

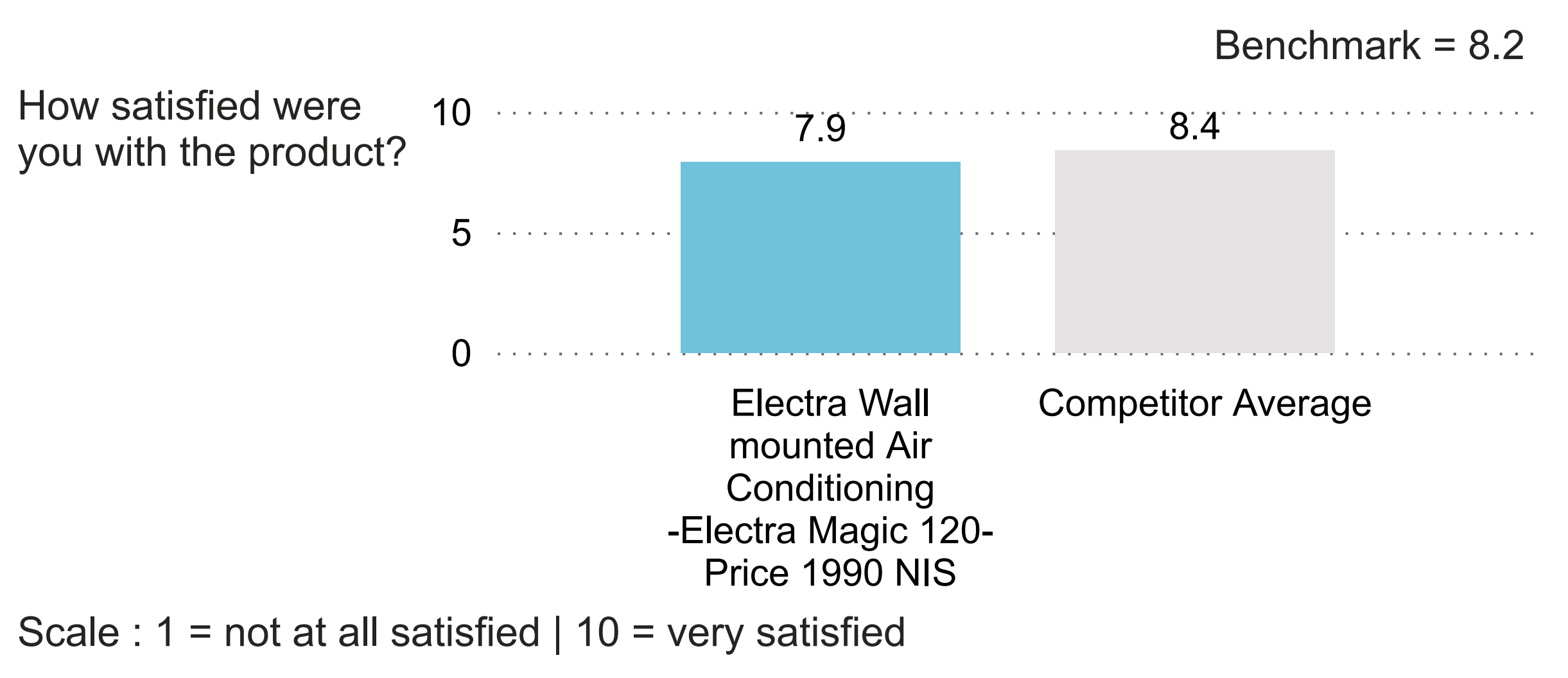
Touchpoints

Usage & Satisfaction

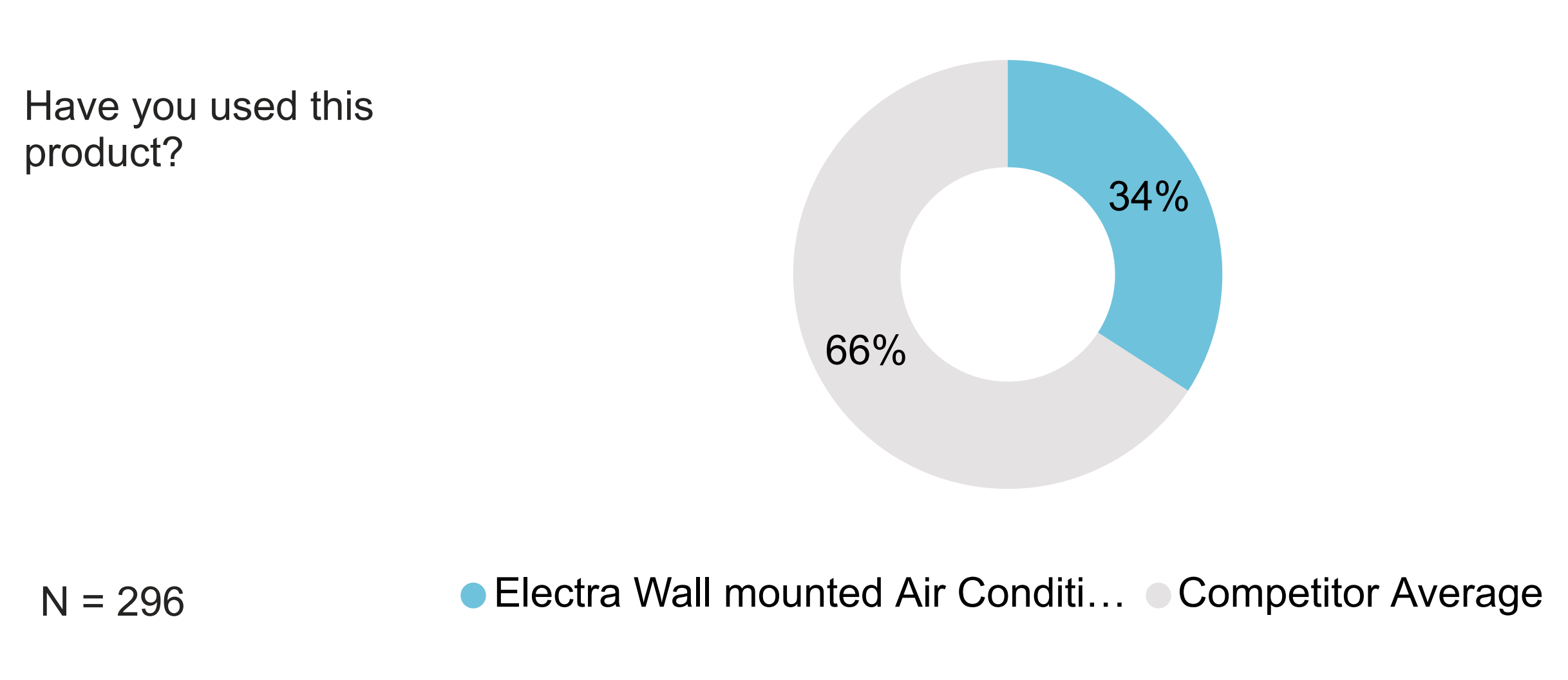
Preference for a product



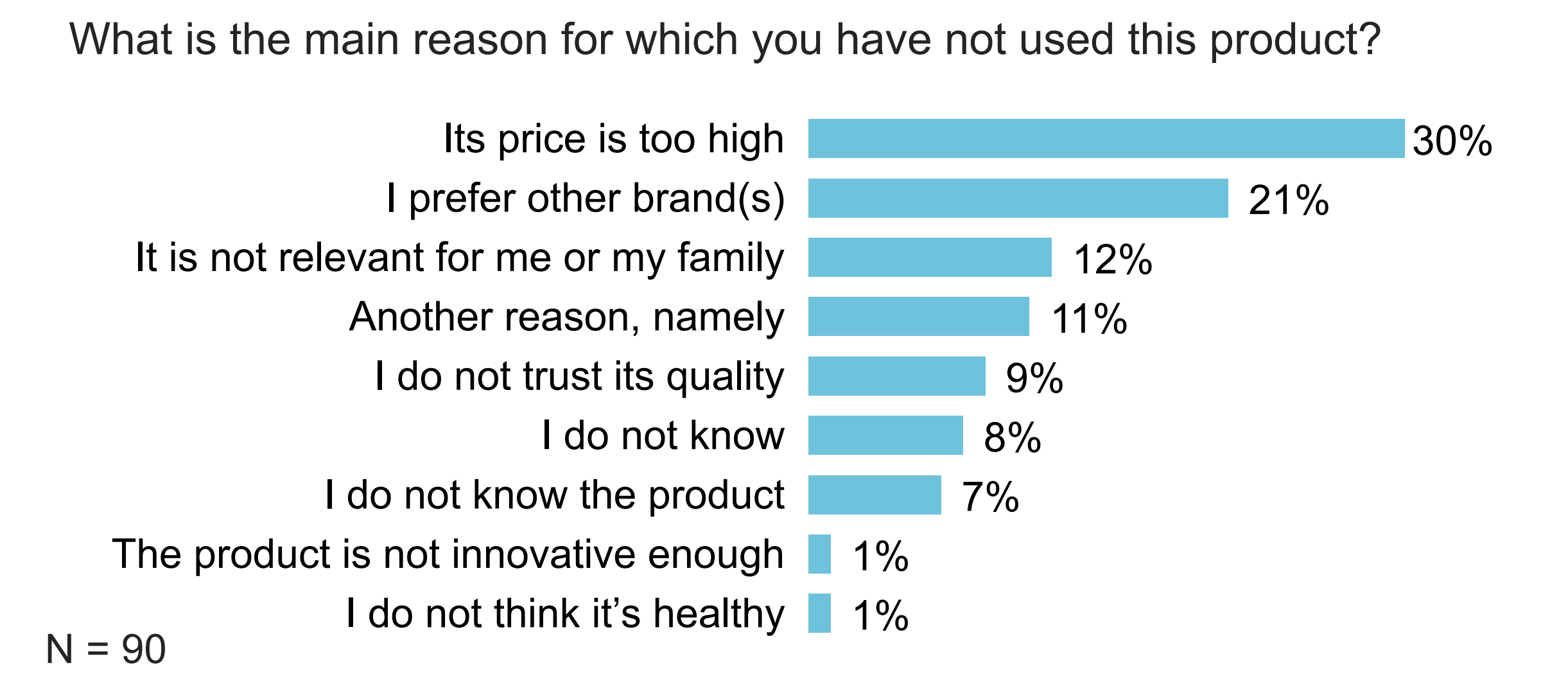
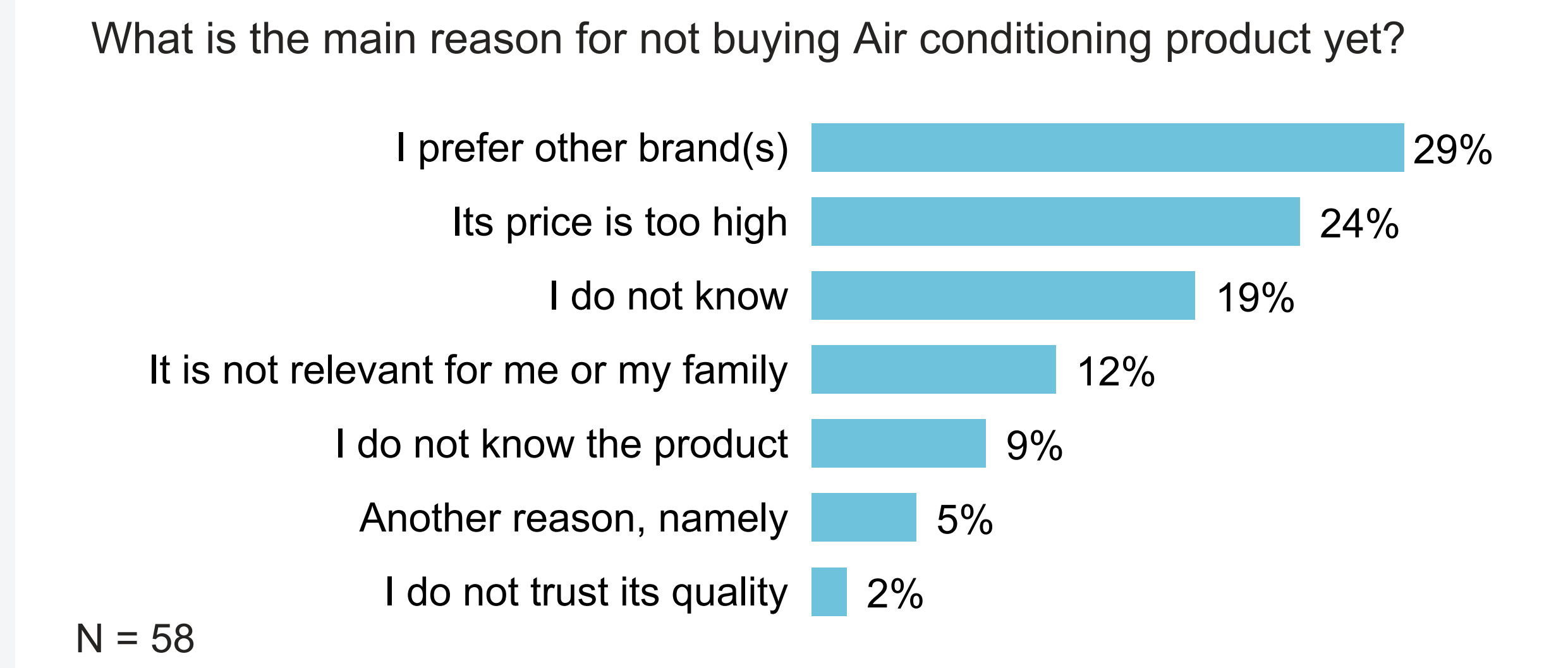
Satisfaction



Product usage



Reasons for not using products



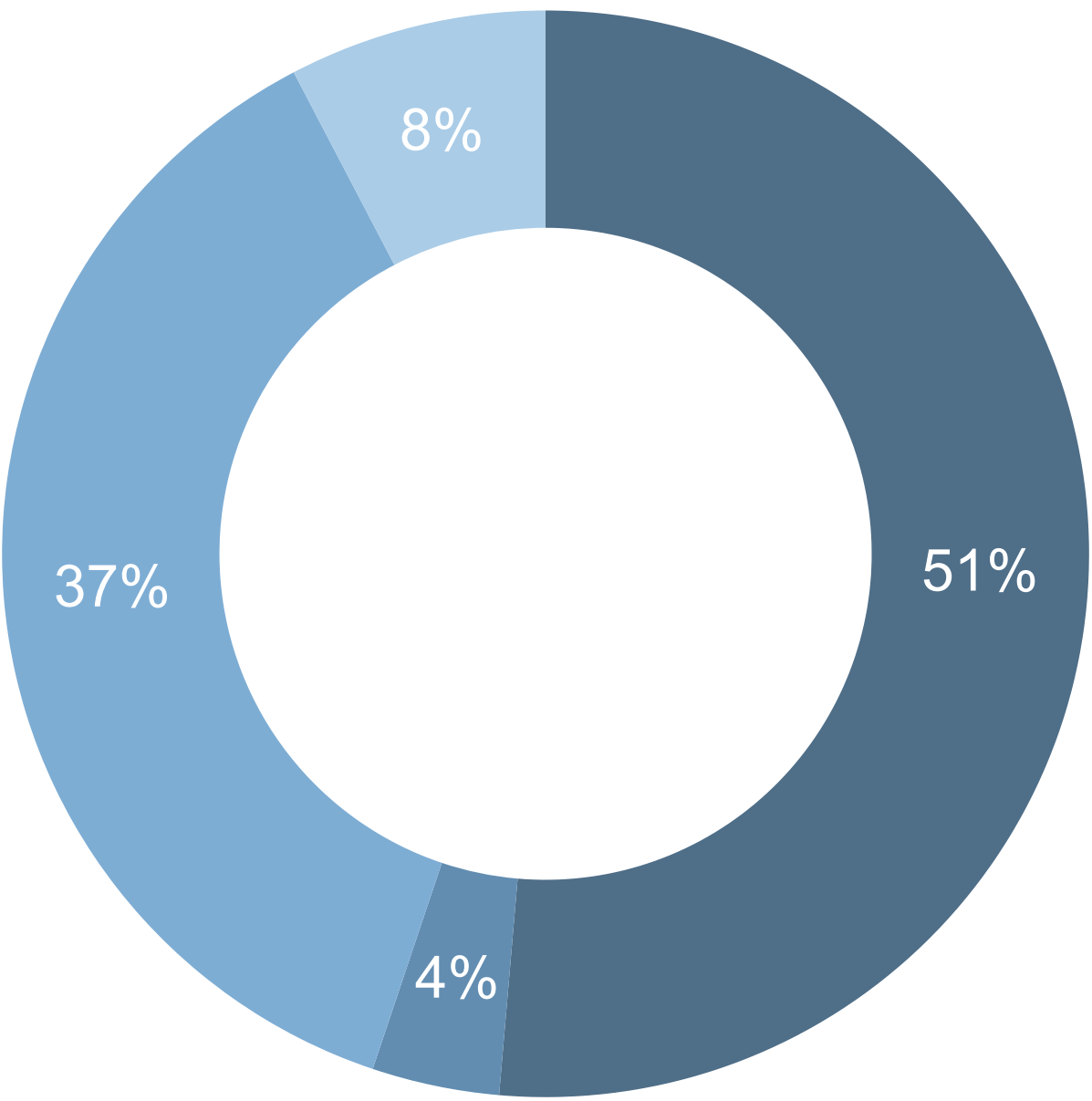
*FINAL Score = SUM of 20% attractiveness, 40% innovation, 20% purchase intent and 20% testing



Purchase Trigger



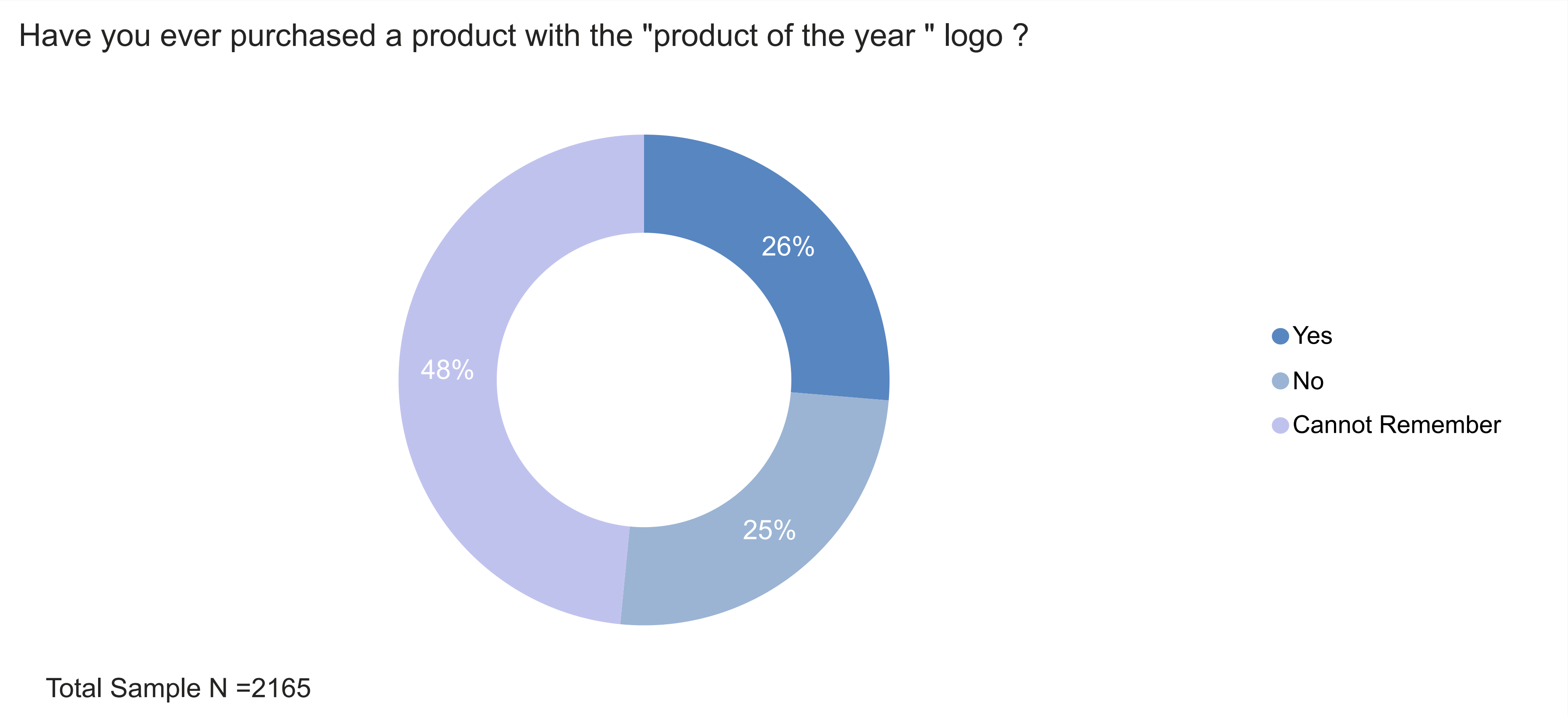
To what extent do you consider buying a product with the "product of the year" logo ?



- 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

