Examples

**Smartphone Purchase**:

* A customer is considering buying a new smartphone. They evaluate the benefits such as advanced features, camera quality, performance, and brand reputation.
* On the cost side, they consider the price of the phone, ongoing data plan costs, potential accessories, and any switching costs if moving from a different brand.
* If the customer perceives that the benefits outweigh the costs compared to alternative smartphones on the market, they will see a high CPV and are more likely to make the purchase.

**Fast Food Meal**:

* A customer is hungry and considering purchasing a meal from a fast-food restaurant.
* They assess the benefits of convenience, taste, and speed of service.
* On the cost side, they consider the price of the meal, potential health costs, and time saved compared to cooking at home.
* If the customer perceives that the benefits of the meal (including taste, convenience, and time saved) outweigh the costs, they will perceive a high CPV and are more likely to make the purchase.

Another example; I want to buy a phone. I considered two phones ; Samsung and Realme at the same price (Or price of Samsung can be higher). I will also evaluate benefits as discussed above. But after buying Realme phone , I perceived that its beenfite outweighs the cost compared to Samsung. So , here CPV is high.