

Buyer Behaviour

Do you know what motivates your customers to buy your products?

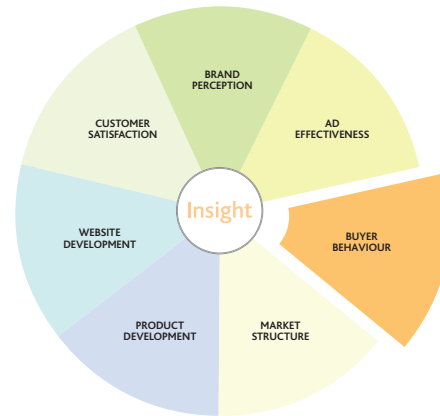
Purchase decision making is determined by brand loyalty but it can also be a reactive action based on price and availability. To make sure you fully understand the impact of the factors influencing the purchase decision for your products, Reed Business Insight offers specialist, objective and cost-effective **Buyer Behaviour** research.

We can help you better understand:

- The factors important in the purchase decision
- How to make customers buy from you and not your competitors
- Propensity of brand loyalty in your market

With a strong understanding of **Buyer Behaviour** you can:

- Influence & drive your existing clients' purchase decisions
- Align your marketing messages effectively
- Increase the opportunity to become the supplier of choice

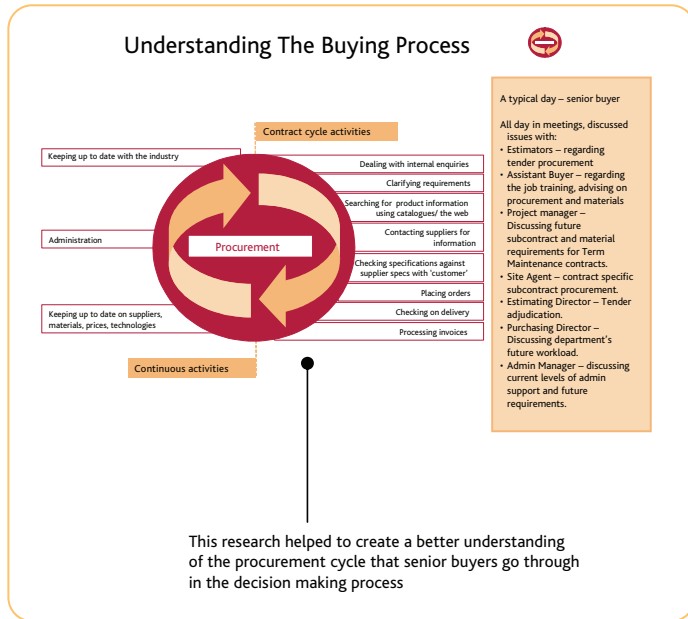


Example question areas:

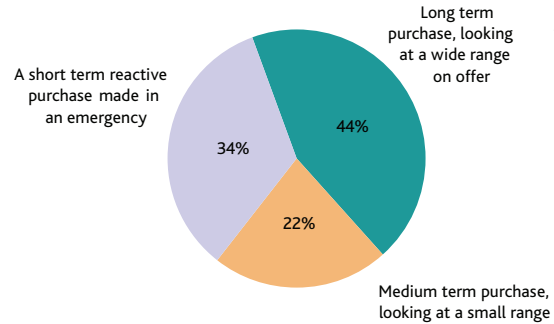
Do you buy the SAME brand or look at a FULL RANGE?
Do you make LONG TERM or EMERGENCY purchases?
What is most important in your DECISION TO PURCHASE?
How many QUOTES do you get before purchasing?
What would prompt you to CHANGE supplier?
Where do you get INFORMATION on suppliers/products?
What products/services do you INTEND to purchase?

Buyer Behaviour

What Buyer Behaviour results look like:



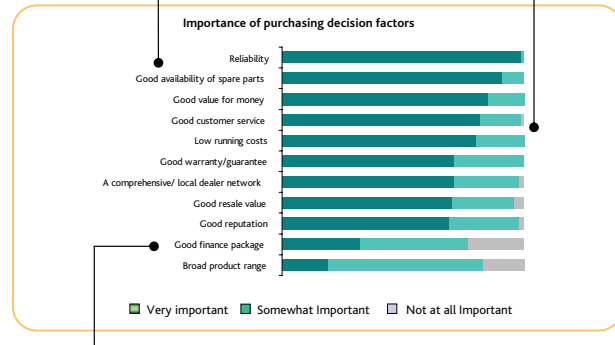
The Purchase Decision



The majority of respondents spend a long time considering their purchase, looking at a wide range of products

Reliability, availability and value for money are the most important in the purchase decision to respondents

Build up a knowledge of what influences the purchasing decision and the messages to convey to the market about your brand.



Finance packages and broad product ranges are the least important in the purchase decision process