

Customer understanding questions

- Need/wants
 - What do they need/ want from the product or service (Pain/reward)?
 - Why do they buy a product or service?
 - Is there any similar product that can fulfil the proposed product or service?
- External factors
 - Does the economic situation encourage or discourage customer spending on necessity and luxury?
 - How does government policy motivate or discourage customer spending on a product or service?
 - What change in cultural aspects (i.e. norms, trends, social value) encourage or discourage customer spending on your product or service?
 - Any changes in technology forces customers to purchase a newer version or new technology?
- Personal factors
 - How do personal factors contribute to customer decisions?
 - What roles of personal lifestyles play over purchase decisions?
- Customer psychology
 - How do customers learn about the product?
 - What do customers perceive about the product or service? And
 - What is the attitude of customers towards product and service?
 - What is the set of beliefs about the product at the product class, the product and related service?
 - What is/ are the motivation (i.e. price, availability, social acceptance, personal fulfillments) or situation factors (i.e. urgency, routine) that encourage customers to buy your product or service?
 - Do social factors influence purchase decisions?
- Information processing
 - How do they expose the product/ service?
 - What information encourages their attention and makes them interested in a product or service?
 - What is the product/service in their terms?
 - How do you develop an understanding about the product?
 - Is the information meaningful to the customer? (acceptance) or repeatedly informed?
 - Does information retain and recall when needed (top of mind)?
- Decision process
 - How do you develop a criteria to make a purchase decision?
 - What is/are set of criteria to evaluate the product/service?
 - What are factors relevant to product decision making?
 - Do you evaluate a product based on after purchase criteria such as resale price, how to dispose of product/service after use?
 - What is the purchase decision process? (How is the decision made?)
 - How do you evaluate new supplier
 - How do you maintain existing suppliers
 - Who is the gatekeeper, initiator, influencer in your firms on proposing a new product or service? (who influences the decision making process?)

- Marketing factors (as a motivation factors)
 - Do product factors (features, forms, warrantee, brand, service) contribute to purchase decisions?
 - Which product factors contribute most to your purchase decisions?
 - What types of prices that motivate you to purchase the most (I.e. fixed, negotiable, volume pricing, discriminate pricing, product line pricing, bundle pricing, odd pricing)?
 - What is/are types of distribution channels (e.g. convenient store, supermarket, line, Facebook page) and their support needed to purchase the product or service (I.e. expert advice, delivery service, breaking bulk, instalment payment, cash discount, POS promotion)?
 - What kind of promotions encourage you to purchase a product/service? (I.e. advertising over TV, advertising over radio, ads on newspaper or magazine, social media feeds, notification over e-commerce platform, e-mail advertising, in-page advertising, PR news, Line notifications, product trial, direct sales from credible sales person, friends recommendation, influencer recommendation, price discount, free sampling, free delivery service)?
 - What are the characteristics, knowledge, manners, approaches that most appear to motivate customers to purchase a product or service?
 - What is the ideal process that encourages purchase decisions (i.e. accessibility of information, application submission, response time)?
 - What is the physical appearance/existence that encourages trust and credibility or motivation to purchase a product or service?
- Purchase behaviour
 - What do customer purchase (brand, product)
 - Who are your decision makers?
 - How many product they purchase at a time
 - How do they purchase (i.e. cash, credit, instalment)?
 - Where do customers buy products? What condition did they get from the existing product or service?
 - When do they buy a product
 - What are the situation that you may change suppliers