SurveyNinja

Customer preference survey

13 questions. About 3 min to answer.

Buying habits

1. How often do you buy this product? Required

Choose one answer.

- ○ Often
- ○ From time to time
- ○ Rarely
- ○ Never

2. Who do you usually buy this product for?

Choose one answer.

- ○ Myself
- ○ Family
- ○ Friends
- ○ Colleagues
- ○ Other: _____

3. Where do you usually buy this product?

Choose one answer.

- ○ Brand store
- ○ Retail outlet
- ○ Supermarket
- ○ Online store
- ○ Small store around the corner
- ○ Market
- ○ Other: _____

Brands they know and choose

4. What's your favorite brand of this product?

_____

_____

_____

5. What other brands do you know?

_____

_____

_____

6. How often did you buy products from the brands below during the last 6 months?

1 – didn't buy at all, 5 – regularly bought

	1	2	3	4	5
Brand 1	○	○	○	○	○
Brand 2	○	○	○	○	○
Brand 3	○	○	○	○	○
Brand 4	○	○	○	○	○
Brand 5	○	○	○	○	○

7. Why do you regularly buy products of your favorite brand?

Choose all that apply.

- ☐ I trust this brand
- ☐ I like the quality
- ☐ I like the packaging design
- ☐ Affordable price
- ☐ Other: _____

8. What would you do if the products of your favorite brand were out of stock?

Choose one answer.

- ○ Wait and buy them later
- ○ Search at another store
- ○ Buy products of another brand
- ○ Other: _____

9. What brands would you consider if you don't find the products of the brand you prefer?

_____

_____

_____

What decides the purchase

10. What is the first thing you pay attention to when choosing a product?

Choose one answer.

- ○ Manufacturer
- ○ Price
- ○ Ingredients
- ○ Brand reputation
- ○ None, it's a random choice
- ○ Other: _____

11. Please specify how important the following factors are when purchasing

1 – not important at all, 5 – very important

	1	2	3	4	5
Brand	○	○	○	○	○
Design	○	○	○	○	○
Price	○	○	○	○	○
Quality	○	○	○	○	○
Brand reputation	○	○	○	○	○
Reviews	○	○	○	○	○

12. Are you aware of the X brand?

Choose one answer.

- ○ Yes, I buy from it regularly
- ○ Yes, I buy from it from time to time
- ○ Yes, I have heard of it but never tried it
- ○ No, I have never heard of it

Profile

13. What's your age?

Choose one answer.

- ○ Younger than 18
- ○ 18–24
- ○ 25–34
- ○ 35–44
- ○ 45–54
- ○ 55–64
- ○ 65 and older
- ○ Would rather not say

Run it online for free

Copy this template to SurveyNinja, send the link and the answers go into a ready report with charts.

surveyninja.io/templates/customer-preference-survey

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