



IC Customer Insight®

Air Conditioners
in EU 2021

Methodical Profile- IC Customer-Insight® Air Conditioners in EU 2021

- The IC Customer Insight® Air Conditioners in EU provides you with all the necessary information for an efficient brand policy. On the subject of air conditioners, the study examines the purchasing and usage behavior of various air conditioners, brand awareness, brands usage of air conditioners, buyer and information behavior and customer segmentation based on buying behavior and motives on the subjects of air conditioning.
- All questions are evaluated separately for the various customer segments (age; product use; country etc.). Accordingly, the results can be viewed in a differentiated manner.
- Homeowners (house and apartment owners) are surveyed.



Population

Homeowners (house and apartment owners) over the age of 18

Sample Size

Germany: 1.000
France: 1.000
Austria: 500
Italy: 500
Spain: 500
UK: 500

Survey Method

Representative online survey
Survey duration: approx. 10 min.

Survey Period

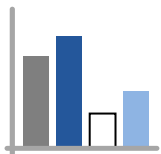
September 2021 (or on request)

The Results of the Study will Give you Answers to the Following Questions...

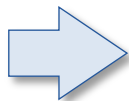


Which **Brand** are in use / are shortlisted / are avoided / are chosen when money is no object / are well-known (aided/unaided)?

How does the **Buying Process** work? Where do customers inform themselves about the brand and products? Which channels are preferred and which recommendations are trusted?



Details on the **Use** of air conditioners: What are the purchasing barriers and what is currently in use in terms of air conditioners in Germany, Austria, Italy, Spain, UK and France. Which **Image** do manufacturers of air conditioners have?



Pre-orderers are able to influence the questionnaire/survey topics!

Study Design of Customer-Insight® - Air Conditioners in EU 2021

IC Customer-Insight® - Air Conditioners

Population = Homeowners (House and apartment owners) in Germany, Austria, Italy, Spain, France and the UK over the 18 years old; representative in age and gender
Sample size: GER (N=1.000); FRA (N=1.000); AUT (N=500), ITA (N=500); ESP (N=500); UK (N=500)



Representative online survey- CAWI (Computer Assisted Web Interviews)

Anonymized survey, approx. 10 Min (30 questions)



Survey Topics

Buying, Usage Behavior
and Product Features

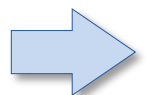
Brand Awareness

Customer Journey

Service

Customer Types

Survey topics in detail



Survey Topics: Buying and Usage Behavior, Brand Awareness, Customer Journey und Customer Types

Product Groups			
Centralized air conditioners	Decentralized air conditioners		
	Split AC	Monoblock AC	
		fixed	mobile
Buying Behavior			
✓ Current usage/ Usage request for the future		✓ Purchase criteria / barriers	
Usage Behavior			
✓ Use of all-weather air conditioners (incl. Heating function)		✓ Usage behavior (rooms, months, duration fo use/day)	
✓ Use of air conditioners in combination with photovoltaics		✓ Average power consumption in the summer months	
Product Features			
✓ Interactive Features: Voice-control, remote control, monitoring, etc.		✓ On/Off Options: Timer/Manual	

Brand Awareness	Customer Journey	Service	Customer Types
TOP Brands			
<ul style="list-style-type: none"> ✓ Aided/unaided ✓ Superior/ inferior brands ✓ Brand image ✓ Brand use / Potential Set 	<ul style="list-style-type: none"> ✓ Purchase decision maker / influencer ✓ Sources of information ✓ Place of purchase 	Maintenance contracts: <ul style="list-style-type: none"> ✓ Usage ✓ Expectation ✓ Wishes ✓ Price willingness 	<ul style="list-style-type: none"> ✓ Customer typologies according to the purchasing behavior for air conditioners and motives relating to the topic of air conditioning

The IC Customer-Insight Provides You With Answers to...

Evaluated topics within the scope of the survey

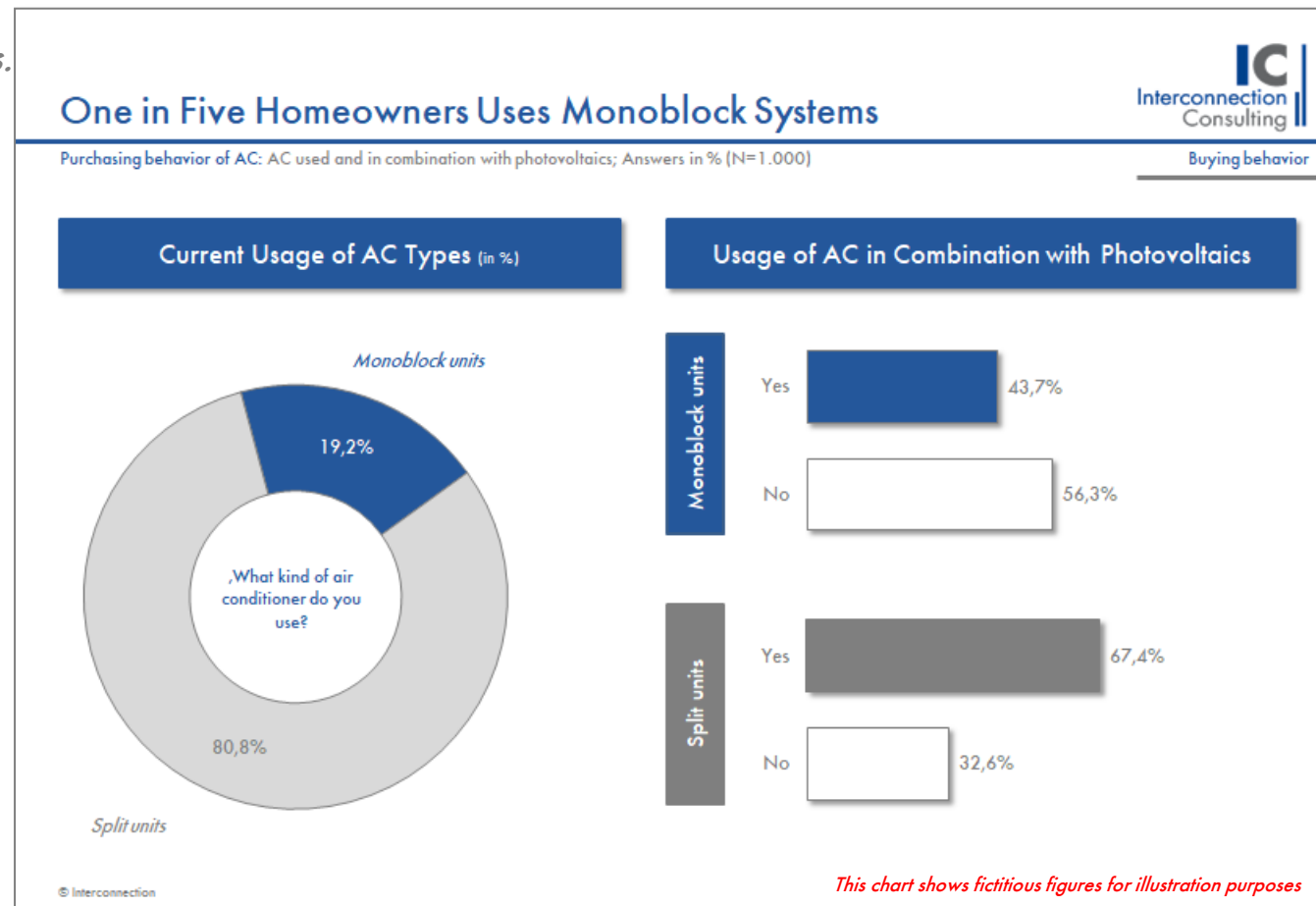
Survey Topics

BRANDS	
Brand Awareness	Which brands of air conditioners do you know spontaneously? Which of the following brands for air conditioners do you know?
Brand Image	Which characteristics would you assign to brand XY?
Superior / Inferior Brands	Which brand would you buy if money was no object? Which brand would you definitely not buy?
etc.	What brand is your current air conditioner from? Have you ever seen catalogs/advertising material from brand XY?

BUYING DECISION	
Where information obtained? How are individual information channels evaluated?	Source of Information
Who makes the buying decision and how strong is the influence on the purchase decision?	Decision Maker/ Influencer
Which criteria are decisive for the purchase?	Buying Criteria
Customer typologies based on motives and buying behavior, etc.	etc.

What is the Percentage of Different Types of Air Conditioners

- Analysis of the proportion of different types of air conditioners (Centralized and decentralized AC, Split und monoblock units, etc.), and the use in combination with photovoltaics.
- *This example chart shows fictitious numbers.*



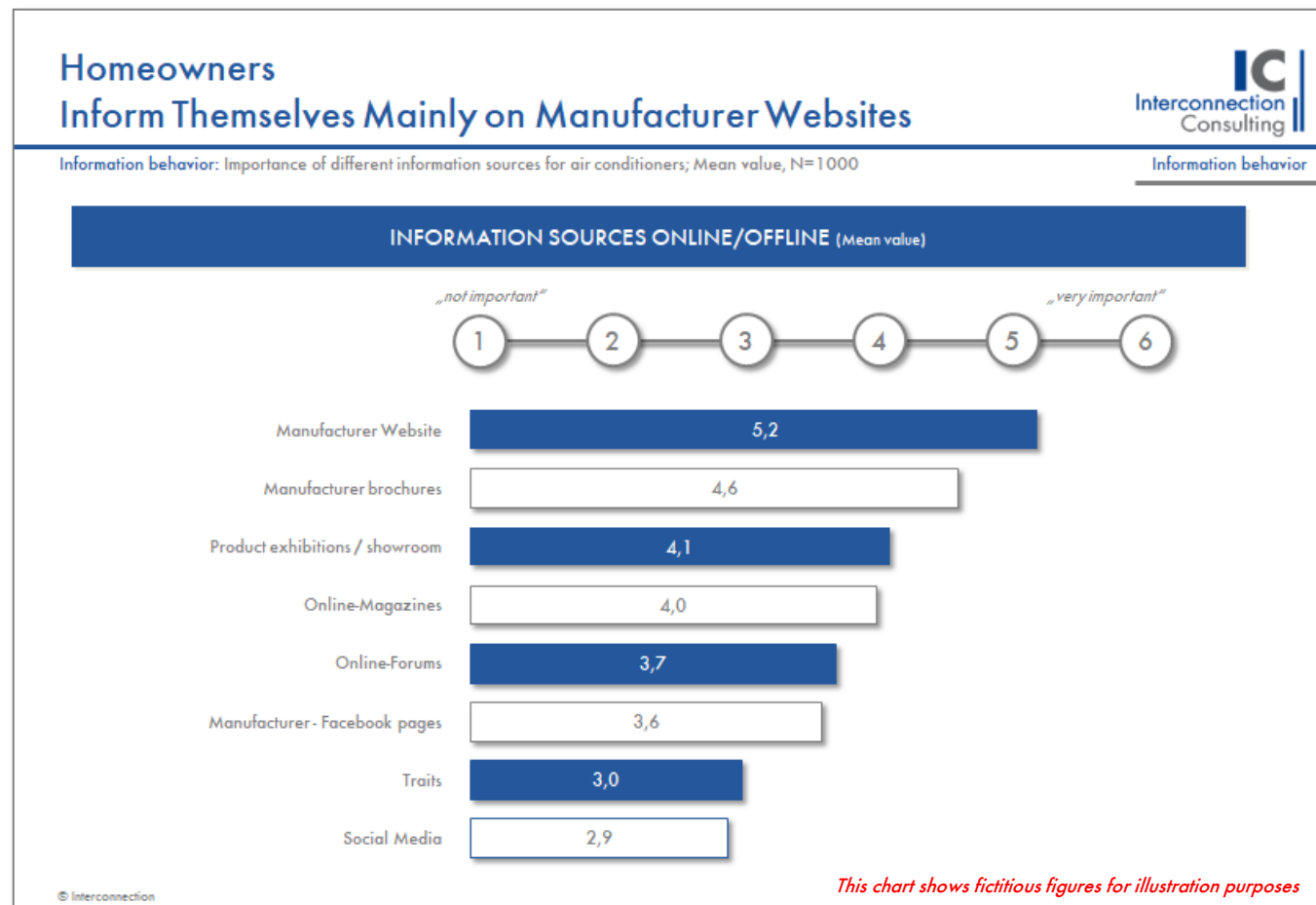
How Satisfied are Customers With Their Provider

- Analysis of customer satisfaction and image of individual manufacturers of air conditioning systems.
- *This example chart shows fictitious numbers.*



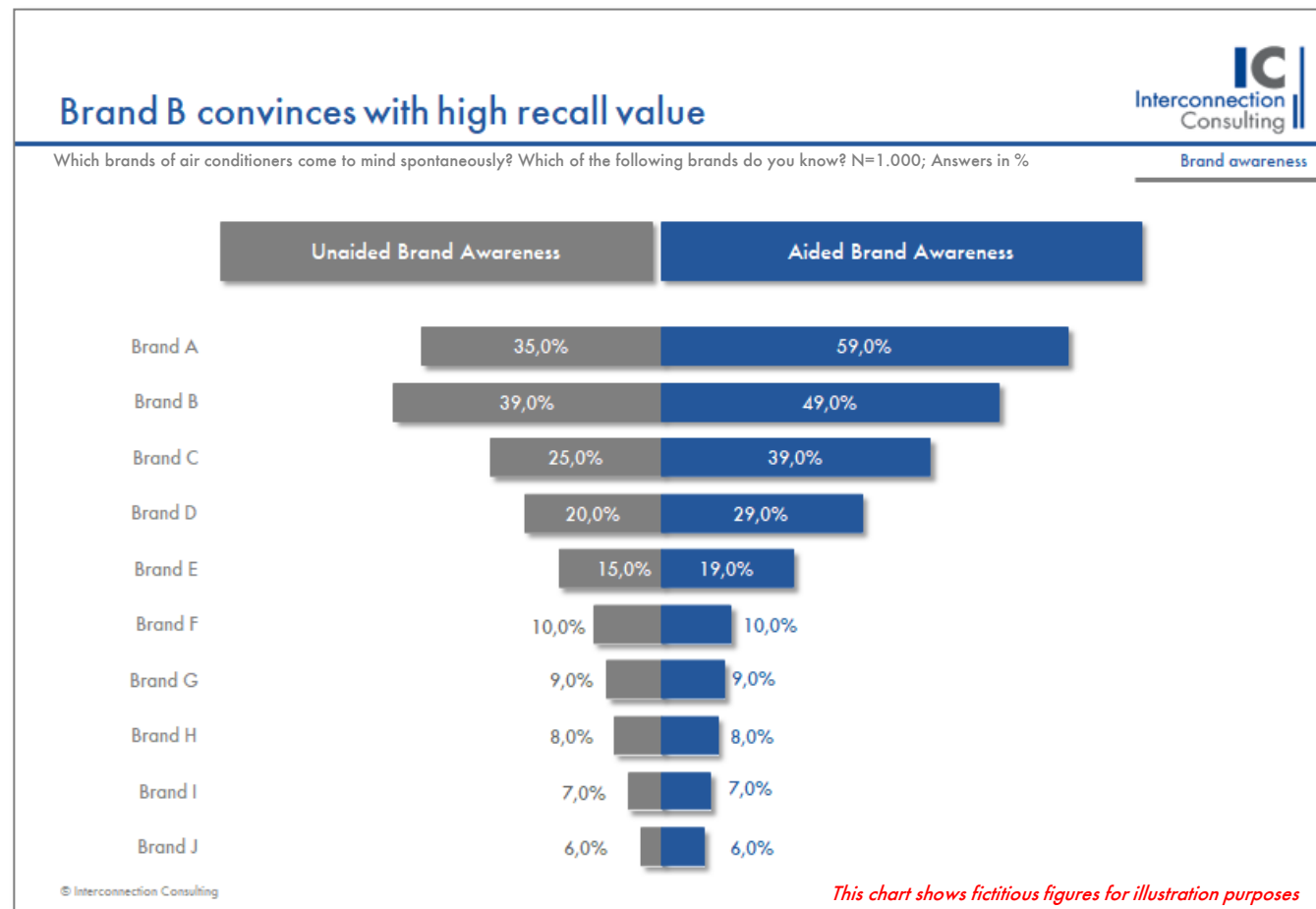
Where Do Homeowners Search for Information When Buying Air Conditioners?

- Analysis of different information sources before buying air conditioners.
- *This example chart shows fictitious numbers.*



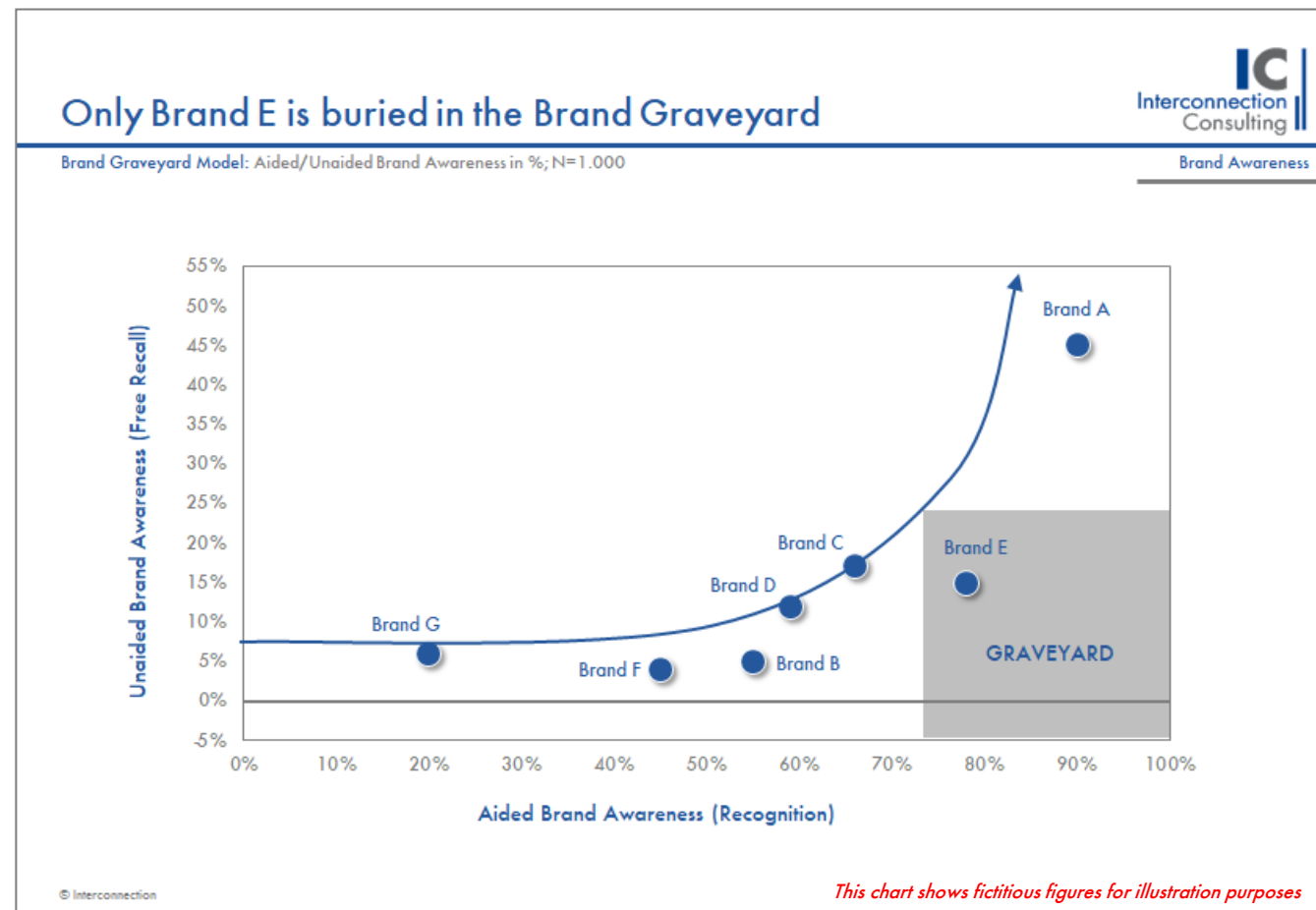
Brand Awareness Analysis of TOP Brands

- Classic analysis of brand awareness according to recall and recognition values.
- *This example chart shows fictitious numbers.*



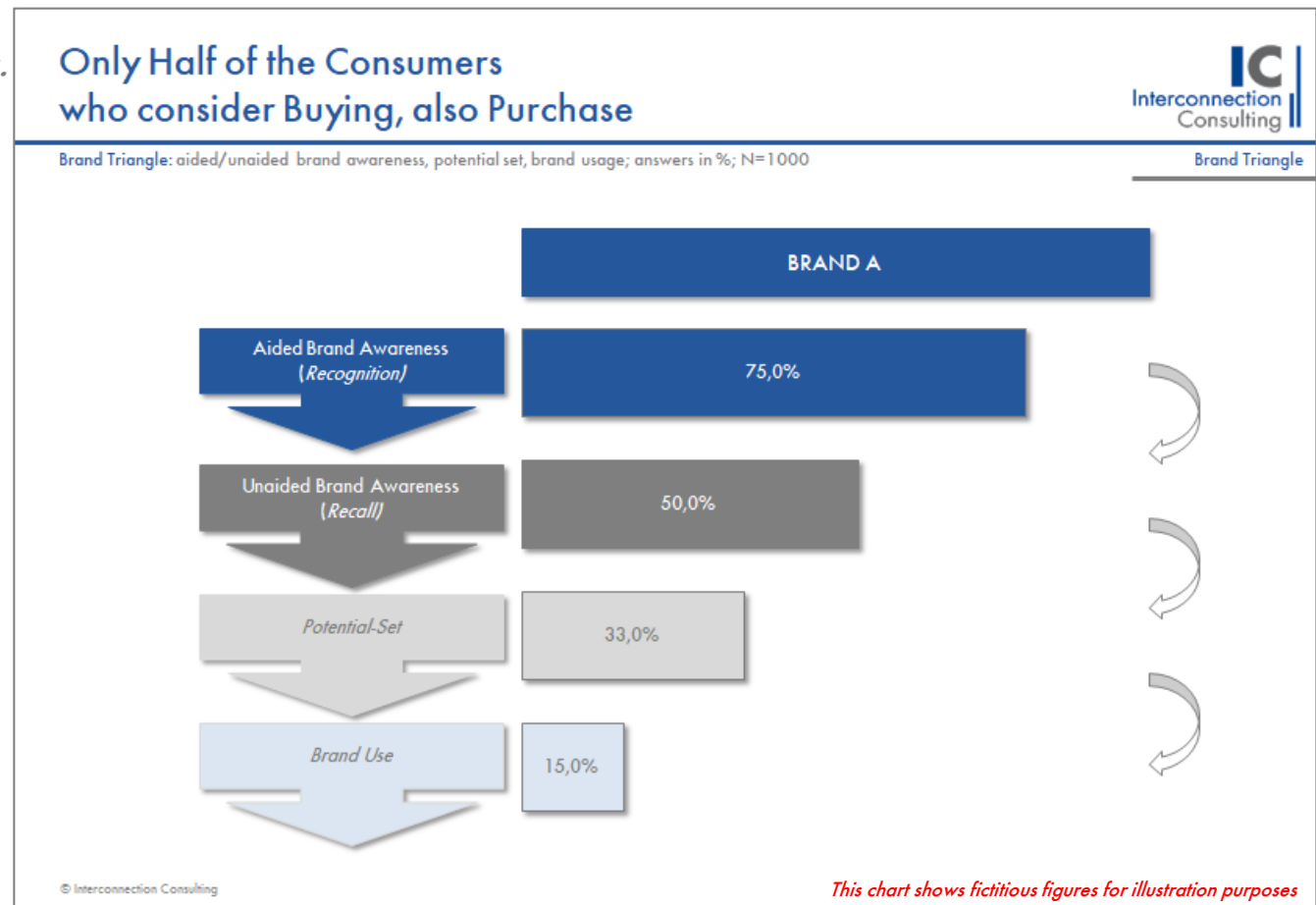
Which Brand is Located in the Brand Graveyard?

- Strategic analysis of brand equity using the Brand-Graveyard Models.
- *This example chart shows fictitious numbers.*



Analysis of Brand Values of the TOP Brands

- Analysis of brand awareness based on aided and unaided awareness as well as inferior and superior brands, potential set and actual brand usage.
- *This example chart shows fictitious numbers.*



Investment Plan

Customer Behavior for Air Conditioners in EU 2021

IC Customer-Insight® Air Conditioners 2021	IC Subscription*	IC Single Issue
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Mrs. Birgit Haupt
Marketing Director, Danwood





Our Market-Intelligence Tools



Contact Information

If there are any questions please
do not hesitate to contact us!

Interconnection Consulting
Getreidemarkt 1, A-1060 Wien

Mag. Panorea Kaskani – Neuromarketing Consultant
Tel: +43 1 5854623 -27
kaskani@interconnectionconsulting.com

Interconnection Consulting
Vienna • Bratislava • Buenos Aires • Oberstdorf

www.interconnectionconsulting.com



FAX: +43 1 585 46 23 30
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