

Interconnection Vienna | Bratislava | Lviv | Buenos Aires



[www.interconnectionconsulting.com](http://www.interconnectionconsulting.com)

# IC Consumer Behavior

# We explain to you how your customer ticks:



# What constitutes a good study on consumer behavior?

## Expert surveys

To study motives, indirect (projective) techniques are often required. You can trust our long-standing experience in developing surveys and selecting the ideal questions.

## Customer segmentation

Multivariate analysis enables us to both identify individual customer segments due to their consumer behavior (cluster analysis) and to describe them (discriminant analysis).

## Sales relevance

We design the study based on actual buying decisions and thereby illuminate the process that leads to the purchase of your product.

## Input for marketing

We adapt the entire design of the study in order to obtain specific findings on consumer behavior that will have direct implications for your marketing mix.

## Visualization & documentation

You receive a report with professional charts visualizing the core results, qualitative interpretations of the core results complete with marketing recommendations, and a series of tables with raw data.

# An Ideal Methodology Adapted to Each Target Group and Research Topic

## IC Consumer Behavior



## Survey Methods

### Focus Groups

- Especially suitable for product launches
- Provides important information on previously unknown or latent consumer demands
- Useful as preliminary stage of quantitative analysis

### In-Depth Interviews

- Provides important information on previously unknown or latent consumer demands
- Useful as preliminary stage of quantitative analysis

### Online Survey

- Enables fast and cost-efficient surveys of large random samples
- Especially suitable for B2C surveys
- Specially maintained panels largely eliminate any threat of bias

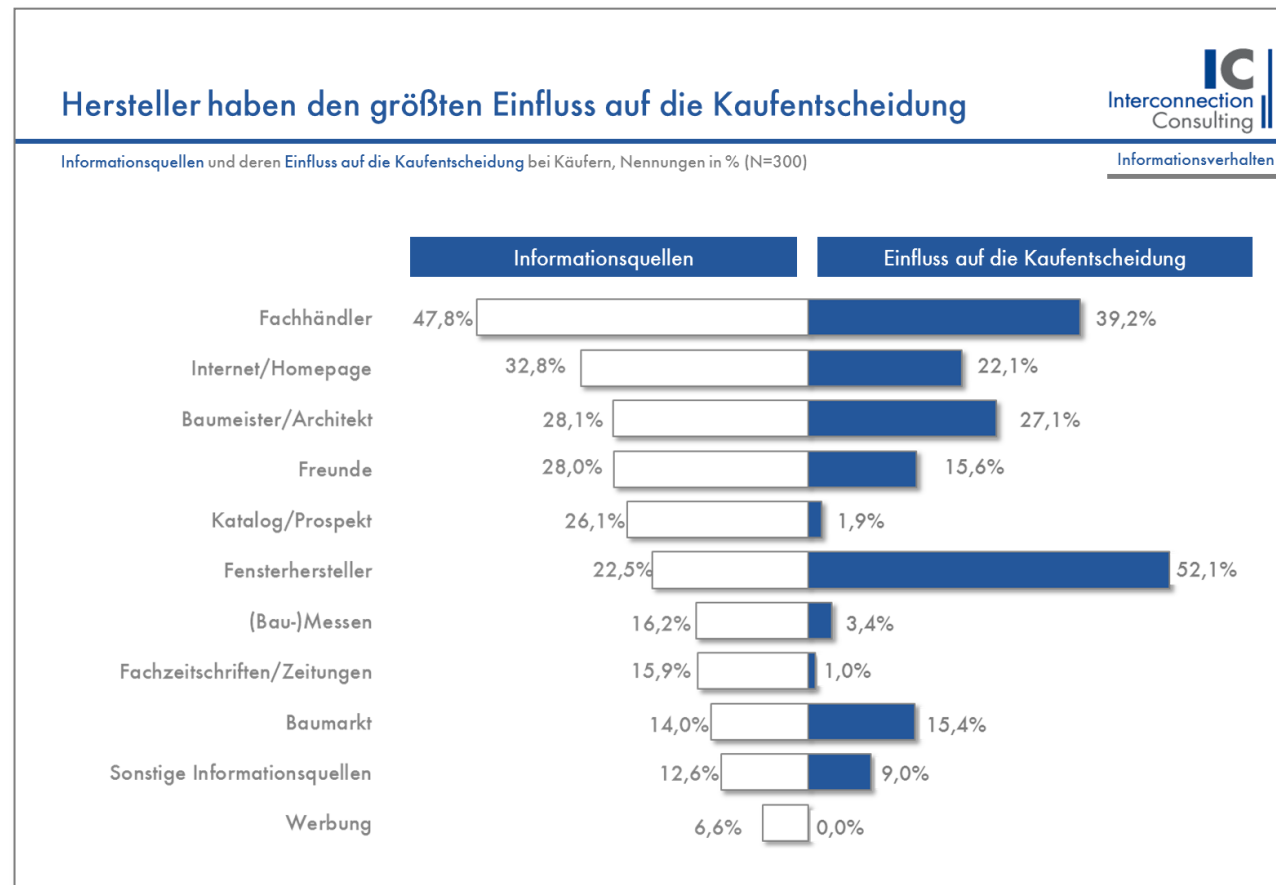
### Telephone Interviews

- Enables fast implementation of the field work
- High validity of the survey results
- Especially suitable for B2B surveys due to the frequent unavailability of management

*qualitative*

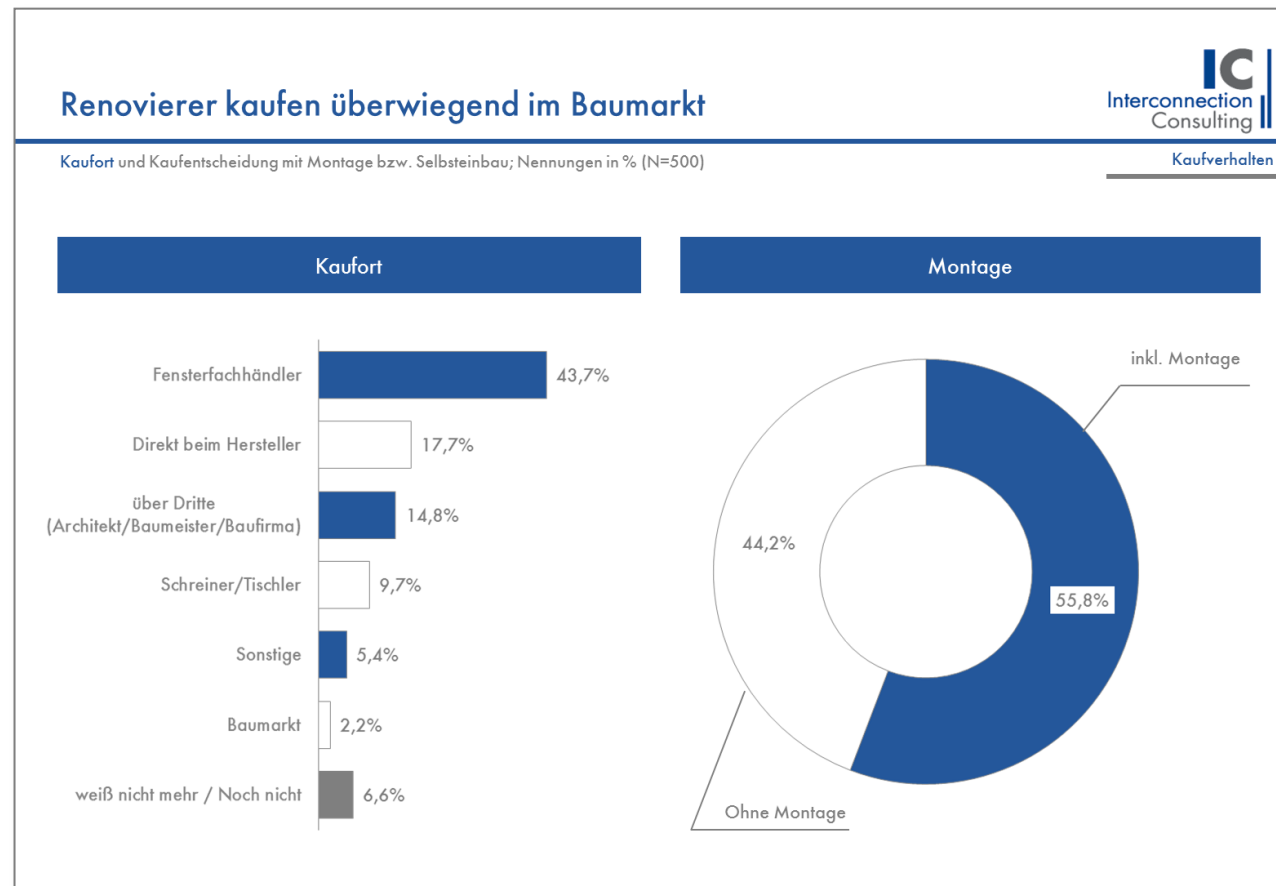
*qualitative*

- We investigate not only where your existing and potential customers shop, but also where they get information on products and sellers.
- *This chart contains fictive numbers*

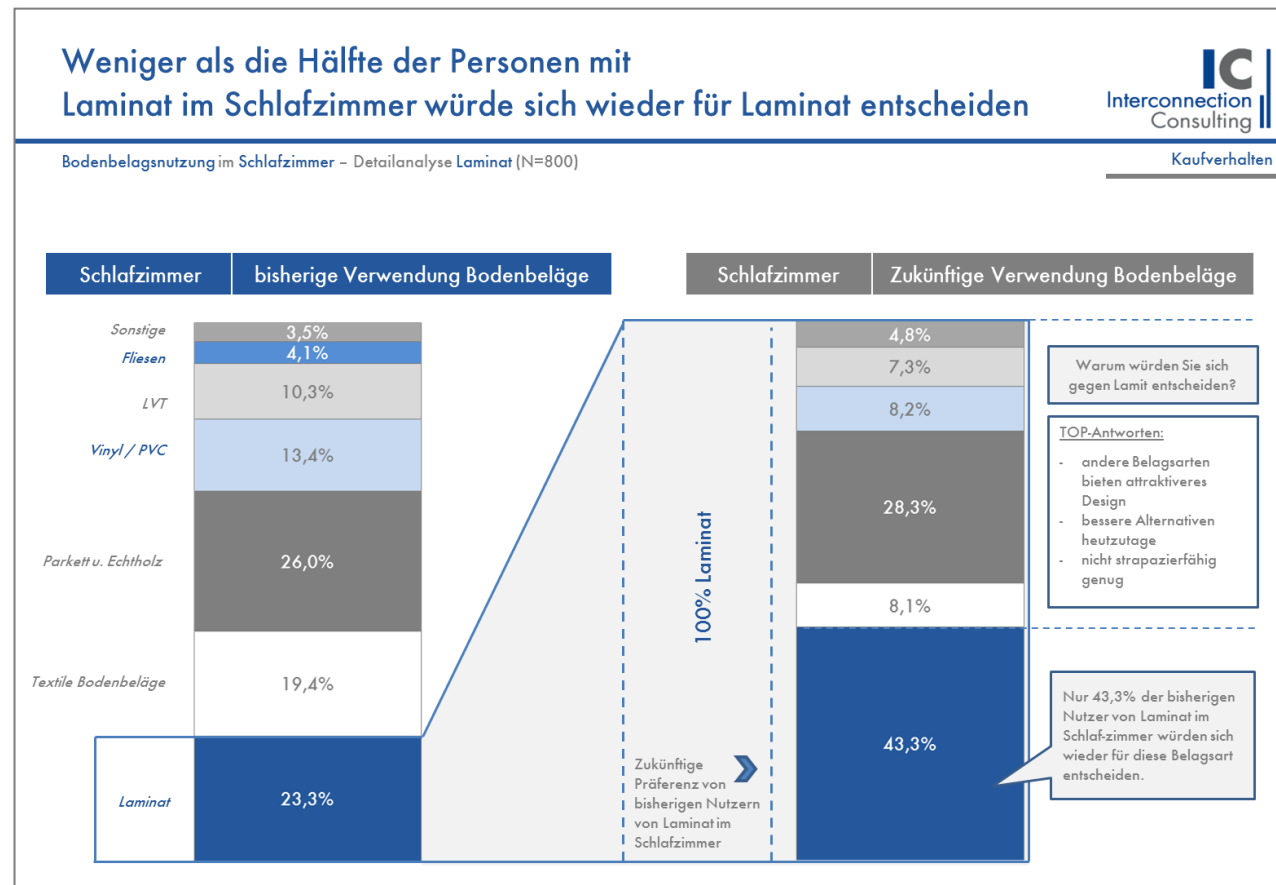


# Where Customers Shop and the Amenities Utilized

- We analyze buying and information patterns as well as your existing and potential customers.
- *This chart contains fictive numbers.*

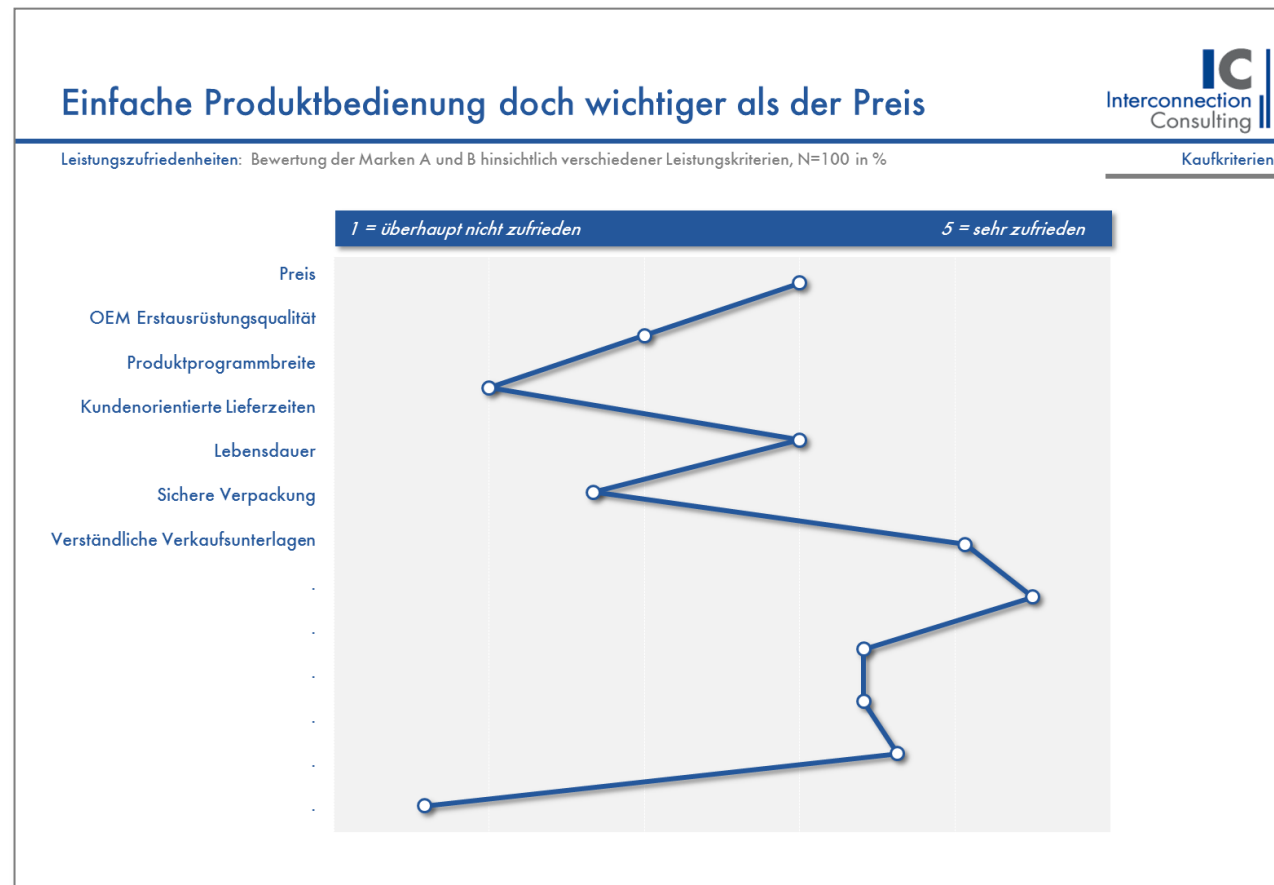


- We analyze not only previous buying patterns but also what consumers would buy in the future – by also taking into account their previous purchases.
- *This chart contains fictive numbers.*



# The Importance of Diverse Purchasing Criteria – Especially from the Viewpoint of Different Target Groups

- We analyze the relevance of different purchasing criteria in general as well as per target group in order to identify any possible distinctive differences.
- *This chart contains fictive numbers.*





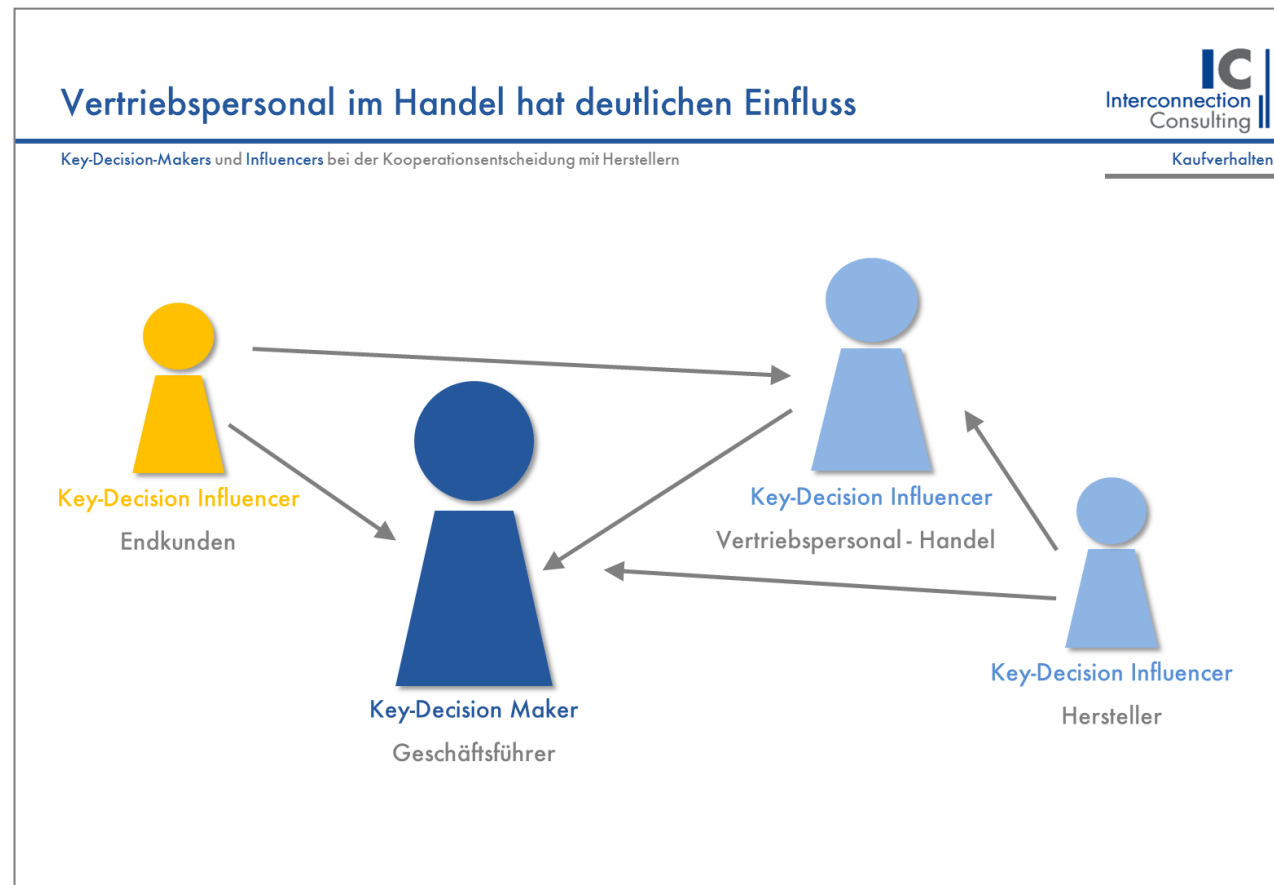
# Strategic Analysis of Your Strengths and Weaknesses in Terms of the Decisive Criteria for Making a Purchase

- By means of strategic portfolios, we show you not only which purchasing criteria are really relevant from the customer's viewpoint, but also how well customers rate your performance in terms of those criteria.
- This chart contains fictive numbers.*



# We identify all those involved in making a purchase and how important each person's role is

- Analysis of the key decision makers and influencers when making a purchase.
- *This chart contains fictive numbers.*



We are always glad to answer  
any questions you may have!

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