Consumer Behaviour Survey

Personal Project
By
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Why do we pick one product over another?

I explored behavioural economics by surveying 75+ global participants to learn what really drives decisions in the human mind.

Take a peek into my findings and level up your strategy!

This survey was conducted to explore the psychological and behavioural factors that influence how people make decisions, particularly in the context of risk, consumer purchasing, and everyday choices.

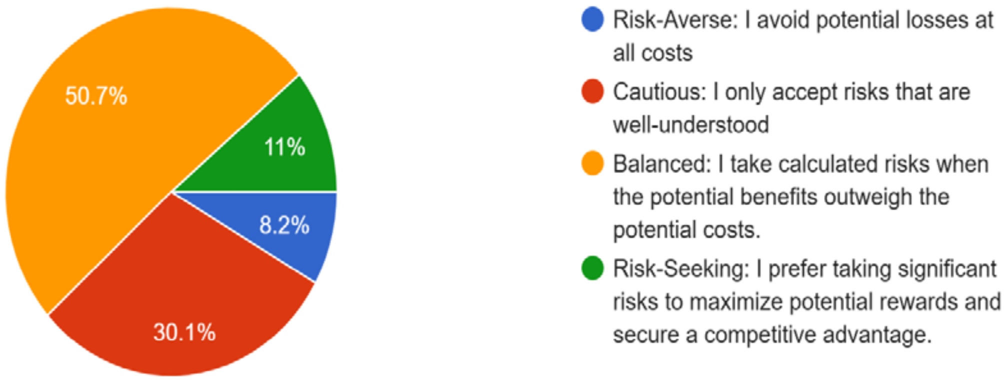
With 75+ responses collected, the survey aimed to understand how closely real behaviour aligns with established economic and behavioural theories, such as loss aversion, present bias, and social proof, and to identify where actual responses support, contradict, or add nuance to these theories.

The presentation will walk through the survey findings in three main sections:

- The **first** section looks at **general decision-making tendencies,** covering risk appetite, loss aversion, present bias, trust, and the role of fear in decision-making.
- The **second** section focuses **specifically on consumer behaviour**, examining what drives purchasing decisions, including price, quality, brand perception, and convenience.
- The **final** section explores **the emotional side of decision-making**, looking at how personal values, identity, and instinctive liking influence purchases alongside more rational factors.

Through this presentation, it will become clear how people actually make decisions in practice, where their behaviour matches theoretical predictions, where it deviates, and what this reveals about the balance between rational and emotional decision-making in everyday life.

Risk Appetite: When faced with a high-stakes decision, what is your primary approach to risk?



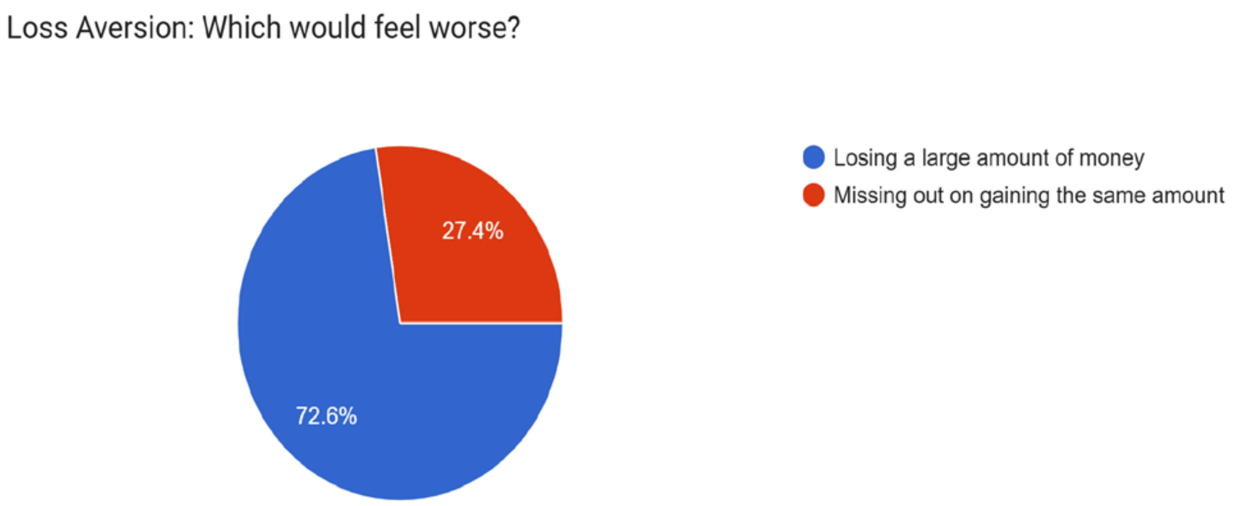
- **Most respondents (50.7%) selected “Balanced”:** taking risks only when the potential reward justifies it. This is the outcome most decision-making theories would predict, since it reflects a rational middle ground: people generally prefer to weigh costs and benefits rather than avoid risk entirely or chase it without limits.

- **A significant second group (30.1%) selected “Cautious”:** only accepting risks they fully understand. This group is large enough to comment on. It likely reflects a well-documented tendency in behavioral theory, people feel the pain of a loss more strongly than the pleasure of an equivalent gain, which makes them prefer risks they can predict and control over risks that are simply "worth it" on paper.

- **A smaller group (11%) selected “Risk-Seeking” :** taking significant risks for greater reward. This aligns with expectations, as risk-seeking behavior is typically limited to a smaller portion of any population, often associated with specific traits or circumstances, for example entrepreneurship or competitive environments.

- **Only 8.2% selected “Risk-Averse”:** avoiding risk at all costs. This result stands out, since one might expect a higher number given that loss aversion is considered a common human tendency. A possible explanation is that describing oneself as someone who "avoids risk at all costs" feels overly passive or extreme, so respondents may under-report this tendency even if it reflects their actual behaviour.

Overall, approximately 81% of responses fall into the two moderate categories (Balanced and Cautious), while the extreme categories together account for under 20%. This is consistent with a broader pattern often seen in self-reported surveys, where respondents tend to favour moderate descriptions of themselves over extreme ones.

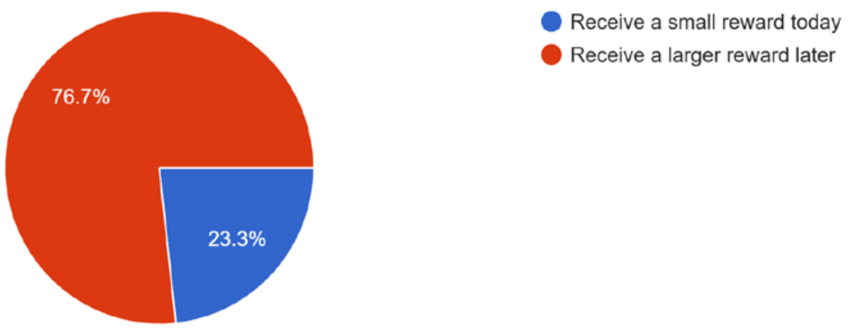


- **A strong majority**
  (72.6%) said losing money would feel worse than missing out on gaining the same amount. This result lines up closely with Loss Aversion theory (Kahneman and Tversky's Prospect Theory), one of the most well-established findings in behavioral economics. The theory states that losses are psychologically about twice as painful as equivalent gains are pleasurable, so it makes sense that most people would rather miss out on a gain than actually lose something they already had.

- **A smaller but notable group**
  (27.4%) said missing out would feel worse. While this goes against the dominant theory, it is not an unreasonable result. It may reflect a phenomenon closer to "Regret Theory" or FOMO (fear of missing out), where some people are more driven by the regret of an opportunity not taken than by the pain of an actual loss. This group might value potential growth or opportunity more heavily than security, possibly linking back to the smaller risk-seeking or balanced groups from the previous question.

Overall, this result strongly supports established theory. The roughly 3:1 split matches what we would expect to see if loss aversion is a real and common bias, since the majority instinctively rated an actual loss as more painful than a foregone gain, even though financially the two outcomes are equivalent.

Present Bias: Which would you prefer?



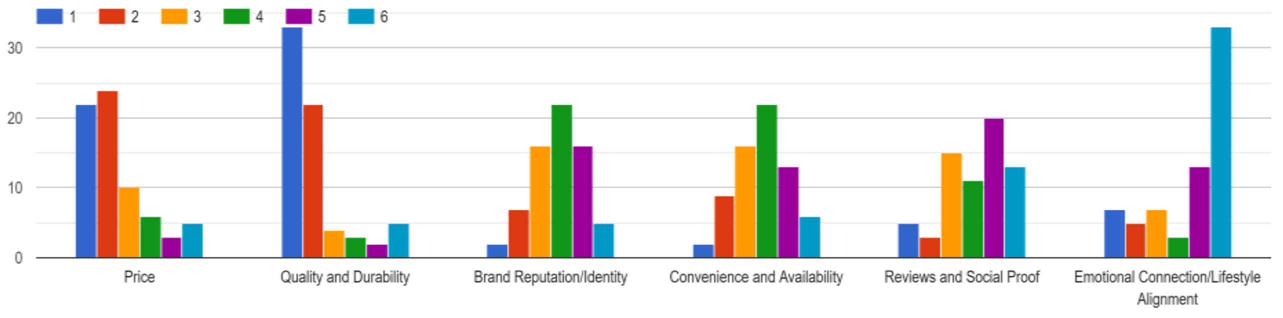
- **A strong majority** **(76.7%) said they would prefer a larger reward later** over a small reward today. This result actually goes against Present Bias theory (also called hyperbolic discounting), which predicts that most people tend to overvalue immediate rewards and would typically choose the smaller, instant option even when waiting is more logical. Present bias is considered one of the most consistently observed biases in behavioral economics, so this result is somewhat unusual when compared to the theory.

- **A possible explanation** is that the reward difference may have been perceived as large enough to clearly outweigh the temptation of instant gratification. Present bias tends to be strongest when the two options are close in value or when the delay is very short, so if the "later" reward felt significantly larger or the wait felt reasonable, that could explain why patience won out here. It may also reflect the specific group surveyed, for example, if respondents are used to planning ahead (such as for exams, university applications, or long-term goals), they may naturally lean toward delayed gratification more than the general population.

- **A smaller group** **(23.3%) preferred the small reward today**, aligning with what present bias theory would predict. This group likely reflects the more "typical" behavioural response, valuing certainty and immediacy over a delayed, larger payoff.

Overall, this result is an interesting deviation from the theory. While present bias is usually one of the strongest and most reliable biases observed in these kinds of surveys, this data suggests that context (such as the size of the reward or the nature of the group surveyed) can outweigh the natural pull toward instant gratification.

Decision Drivers : Which factor most influences your decisions when making purchases? Rank from 1 (most important) to 6 (least important). Note: Please turn the device horizontally incase using a mobile phone. Rating cannot be same for multiple factors.



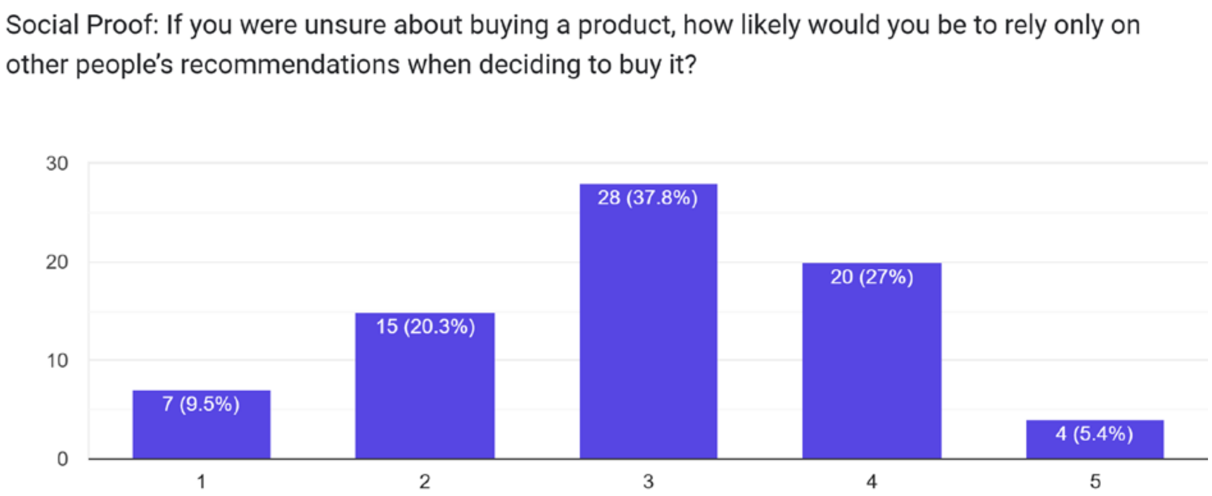
- **The majority ranked "Quality and Durability" as the most important factor** when making purchase decisions. This fits well with classical consumer behaviour theory, which suggests that functional value (how well a product performs and how long it lasts) is typically prioritised over more abstract or emotional factors. It suggests that, for most people, practicality and long-term value outweigh other considerations such as brand image or price.

- **"Price" was the most common second choice**, closely following quality and durability. This supports the idea that respondents are largely practical and budget-conscious, weighing both performance and cost when making decisions, rather than being swayed by brand or emotional appeal.

- **"Brand Reputation/Identity" ranked third most often**, ahead of convenience, reviews, and emotional connection. This suggests that trust and reputation do matter, but mainly as a secondary factor once quality and price have been considered, rather than as a primary driver of purchases.

- **"Emotional Connection/Lifestyle Alignment" was ranked last by most respondents.** This aligns with theory, as emotional or identity-based purchasing motives are generally considered secondary needs, mattering more for luxury or lifestyle-driven purchases rather than everyday decision-making.

Overall, the top three factors (Quality, Price, Brand Reputation) point to a rational, value-focused decision-making style, with more emotional or social factors ranking lower. This may reflect the demographic surveyed, for example, students or young adults may prioritise practicality and value for money over brand prestige or emotional identity, especially with limited disposable income.

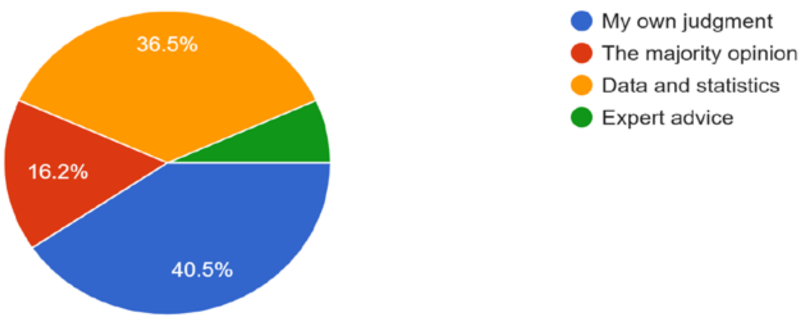


- **The majority of responses clustered around the middle (37.8% chose 3),** with the next largest group choosing 4 (27%). This suggests most respondents are moderately influenced by other people's recommendations, neither fully dismissing social proof nor relying on it entirely. This aligns with Social Proof theory, which suggests people do use others' opinions as a decision-making shortcut, but usually alongside their own judgement rather than as the sole factor.

- **Relatively few respondents picked the extremes.** Only 9.5% said 1 (not likely at all) and just 5.4% said 5 (very likely), showing that very few people either ignore social proof completely or depend on it entirely. This fits the theory well, since fully rational or fully herd-driven behaviour is rare, most people fall somewhere in between.

Overall, responses lean slightly toward relying on social proof (average response skews toward 3 to 4), suggesting that while people don't want to admit to blindly following others, recommendations still play a meaningful role in their decision-making, especially when they are personally unsure about a purchase.

Role of Trust in Consumer Behavior: If your own opinion conflicted with strong data or expert advice, what would you trust more?



- **The largest group (40.5%) would trust their own judgment,** narrowly ahead of "Data and Statistics" (36.5%). This is a somewhat unusual result, as classical rational choice theory and most decision-making frameworks would predict that data and expert advice should be trusted more in cases of conflict, since they are typically more objective and less prone to personal bias. This suggests a degree of overconfidence bias, where people tend to overestimate the reliability of their own judgment compared to external, more objective sources.

- **"Data and Statistics" was a close second (36.5%),** which does align with theory, since data-driven reasoning is generally considered a more reliable basis for decisions than gut feeling. The fact that this option is nearly tied with "own judgment" suggests the group is fairly split between trusting themselves and trusting objective evidence, rather than leaning heavily one way.

- **"Majority Opinion" (16.2%) ranked third,** while "Expert Advice" was the least trusted option (6.8%). This is notable, and somewhat contrary to theory, since expert advice is usually seen as more credible than general public opinion. This could suggest a degree of scepticism toward traditional authority or experts, or it may reflect a belief that data speaks for itself, making formal "expert advice" feel redundant once data and statistics are already an option.

Overall, this result highlights a tendency toward self-reliance and confidence in personal judgment, even when it conflicts with more objective sources like data or expert opinion. This slightly contradicts standard rational decision-making theory, which assumes people should defer to more objective evidence, and instead points to a common behavioural bias where people trust themselves more than they trust external validation.

Brand Perception: If two products are similar in quality, how likely are you to pay more for a popular brand?

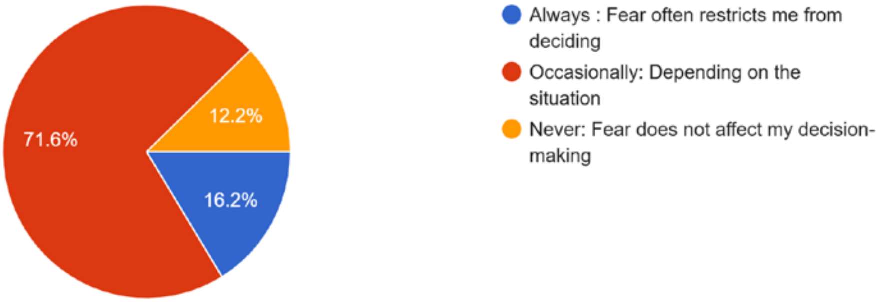
- The **majority (66.2%) said "Occasionally"** meaning their willingness to pay more for a popular brand depends on the product or need. This fits well with consumer behaviour theory, which suggests brand loyalty and willingness to pay a premium is usually context-dependent rather than absolute, people tend to value brand name more for certain categories (e.g. electronics, clothing) and less for others (e.g. basic household goods).

- A notable second group **(28.4%) said "Never"** meaning they would not pay extra just for a brand name. This is a fairly large proportion, suggesting a strong value-conscious mindset among a significant portion of respondents. This ties back to the earlier Decision Drivers results, where "Quality and Durability" and "Price" ranked as the top two factors, reinforcing that this group prioritises practical value over brand image.

- Only a small minority **(5.4%) said "Always"** meaning they consistently prefer popular brands regardless of price. This is expected, as unconditional brand loyalty is typically rare and usually limited to a smaller segment of highly brand-loyal consumers.

Overall, this result **reflects a largely practical, context-driven approach to brand value,** consistent with the broader pattern seen throughout the survey, where respondents generally favour rational, needs-based decision-making over emotional or identity-driven factors like brand prestige.

Fear & Delay: Have you ever postponed making a decision because you were afraid of the possible outcome?



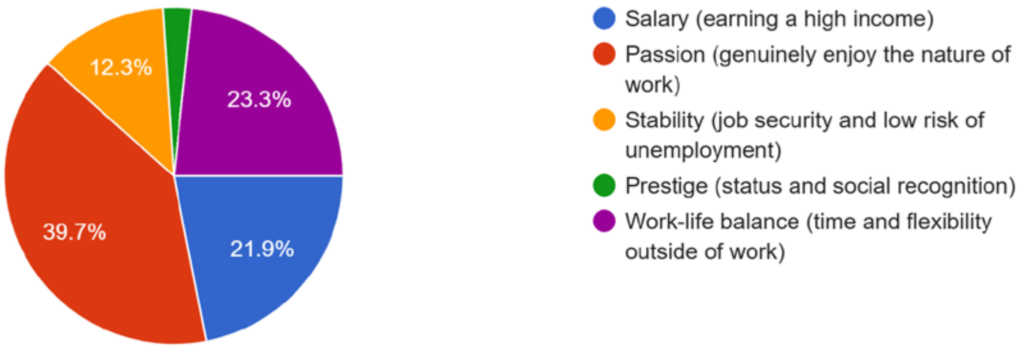
- The **majority (71.6%) said "Occasionally"** meaning fear influences their decision-making depending on the situation. This aligns with behavioural theories around decision paralysis and anticipated regret, which suggest fear of a negative outcome is a normal, situational influence on decisions rather than an all-or-nothing trait. Most people are neither fearless nor constantly fear-driven, they respond to the specific stakes or uncertainty of each decision.

- **A notable group (16.2%) said "Always"** meaning fear consistently restricts their decision-making. This is a meaningful minority worth flagging, as it suggests a subset of respondents may experience decision-making as more anxiety-driven or risk-avoidant overall. This could tie back to the earlier Risk Appetite results, where "Cautious" was a strong second-place answer, both results may reflect the same underlying group who prefer certainty and avoid discomfort around uncertain outcomes.

- **Only 12.2% said "Never"** meaning fear does not affect their decisions at all. This is a relatively small group, which is expected, since being completely unaffected by fear or anticipated regret is uncommon, most decision-making models assume some degree of emotional influence even in otherwise rational individuals.

Overall, this result reinforces that fear plays at least some role in decision-making for the vast majority of respondents (87.8% selecting "Always" or "Occasionally"), supporting the idea that emotional factors like fear and anticipated regret are a normal and expected part of the decision-making process, even among people who otherwise describe themselves as balanced or rational.

Career Choice Factors: When choosing a career or job, which factor most influences your decision?

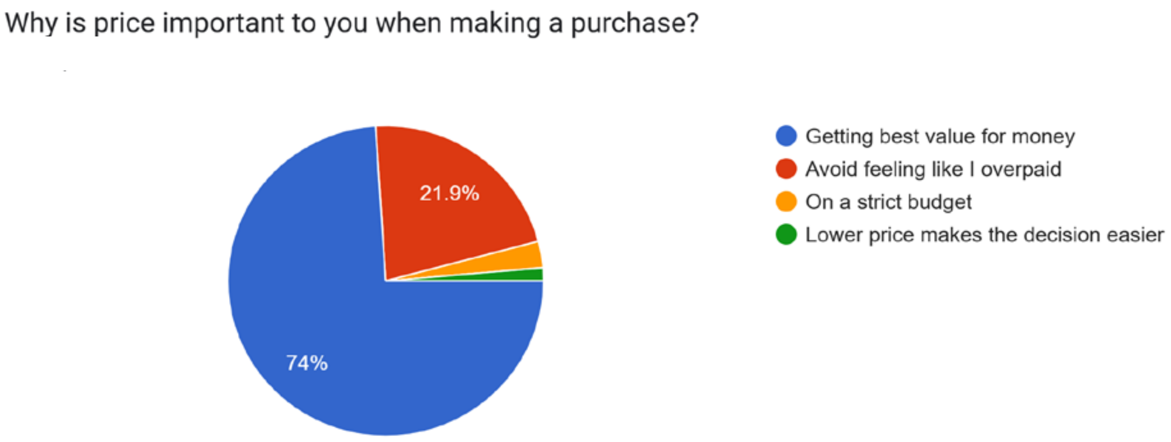


- **The largest group (39.7%) said "Passion"** most influences their career choice, ahead of more traditional practical factors like salary or stability. This is somewhat notable, as classical economic theory (and older career models) would predict financial security or stability to dominate, since income directly affects survival and quality of life. This result suggests a more modern, self-actualisation driven mindset, consistent with theories like Maslow's Hierarchy of Needs, where once basic needs feel reasonably secure, people prioritise fulfilment and meaning over pure financial gain.

- **"Work-life balance" (23.3%) and "Salary" (21.9%) were close behind,** essentially tied for second place. This suggests that beyond passion, respondents value practical, quality-of-life factors nearly as much as income itself, reflecting a fairly balanced, well-rounded approach to career decision-making rather than one dominated purely by money.

- **"Stability" (12.3%) ranked lower than expected** if we assume risk-aversion typically drives career decisions, especially since "Cautious" was a strong response in the earlier Risk Appetite question. This may suggest that respondents feel secure enough in other areas of life to prioritise passion and balance over guaranteed job security, or that this factor is valued differently when it comes to career decisions specifically, as opposed to financial or risk-based decisions in general.

- **"Prestige" received a negligible share of responses (2.7%),** making it by far the least chosen factor. This fits well with theory, as status-driven motivation is typically considered a weaker, more superficial driver of long-term decisions like career choice compared to intrinsic motivators like passion or practical needs like income and balance.



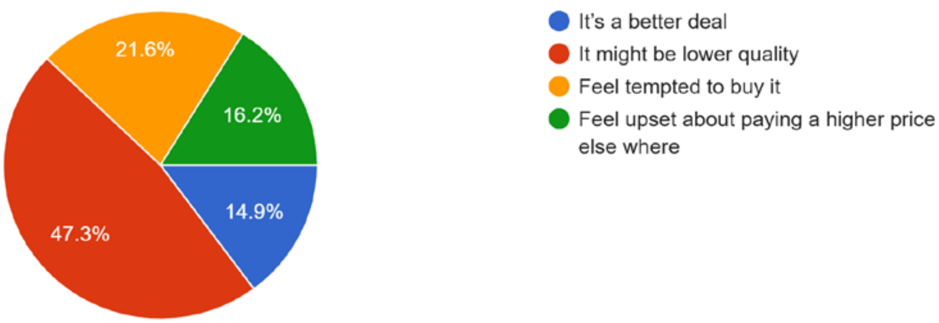
- **The overwhelming majority (74%) said price matters because they want to get the best value for their money**, rather than being driven by budget constraints or the fear of overpaying. This aligns with rational consumer theory, where price sensitivity is typically tied to maximizing value (getting the most benefit relative to cost) rather than price being a limiting or emotional factor on its own. It reinforces the pattern seen throughout this survey, where respondents consistently favour practical, value-based reasoning over emotional decision-making.

- **A smaller but notable group (21.9%) said they care about price to avoid feeling like they overpaid.** This points to a more emotional or psychological driver behind price sensitivity, likely linked to loss aversion (feeling regret or discomfort at the idea of having paid "too much"), rather than pure budget or value calculations. This connects back to the earlier Loss Aversion results, where the majority said losing money would feel worse than missing a gain, reinforcing that even in everyday purchases, the fear of a "loss" (overpaying) still influences a meaningful portion of respondents.

- **Very few respondents selected "On a strict budget" or "Lower price makes the decision easier"** (together making up roughly 4% of responses), suggesting that for most respondents, price sensitivity is not primarily about financial necessity or decision-making convenience, but rather about maximising value and avoiding regret.

Overall, this result reinforces the broader theme seen across the survey, where **respondents consistently lean toward rational, value-driven reasoning**, with occasional but meaningful influence from emotional or loss-averse tendencies.

When you see a cheaper option, what do you usually think?



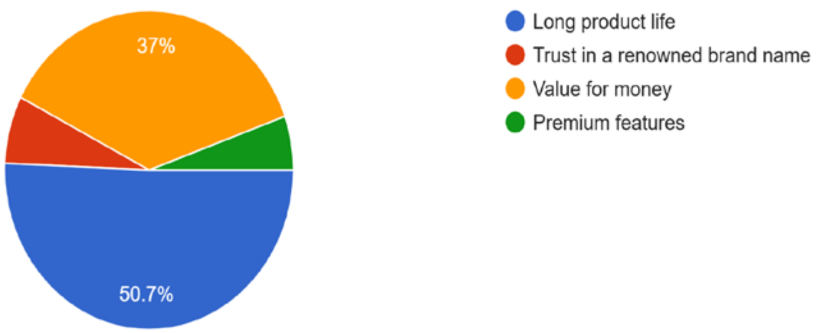
- **The largest group (47.3%) said a cheaper option makes them think it might be lower quality.** This is a notable result, as it goes against simple price-value logic where cheaper should be seen as a better deal. Instead, this reflects a well-known psychological heuristic, the price-quality inference, where people often use price as a signal of quality when they can't directly assess a product. This ties back to the earlier Decision Drivers results, where "Quality and Durability" ranked as the single most important purchasing factor, reinforcing that respondents are highly quality-conscious, even to the point of viewing lower prices with suspicion.

- **"Feel tempted to buy it" (21.6%) was the second most common response,** suggesting that for a meaningful portion of respondents, **a lower price still triggers a more instinctive, impulse-driven reaction** rather than a purely analytical one. This reflects a more typical, expected consumer response to discounts or lower prices.

- **"Feel upset about paying a higher price elsewhere" (16.2%) points to a smaller group experiencing regret-based reactions,** similar to the loss aversion and overpaying themes seen in earlier questions. This suggests that for some respondents, seeing a cheaper price retroactively creates dissatisfaction about a previous purchase, rather than being a purely forward-looking reaction.

- **Only 14.9% saw the cheaper option as "a better deal,"** making this the least common response. This is a fairly unusual result, since one might expect this straightforward, rational interpretation to be more common. Instead, it suggests that most respondents' first instinct when seeing a lower price is skepticism (about quality) or emotion (temptation or regret), rather than a simple, rational value judgement.

Why do you prioritise a product's Quality(Durability)?



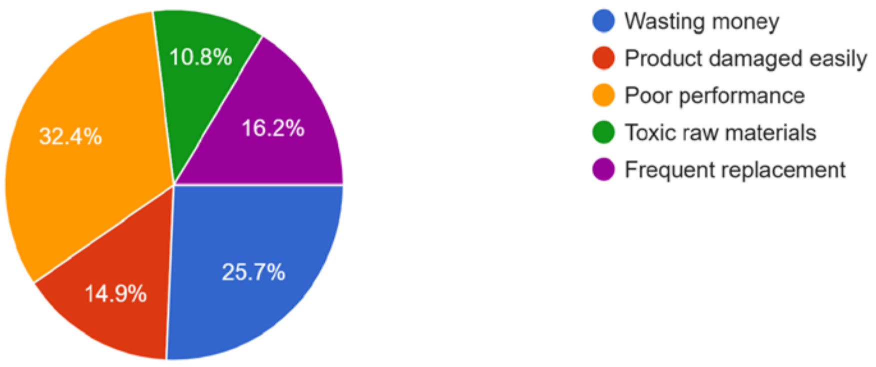
- **Half of respondents (50.7%) prioritise quality because of long product life,** meaning durability itself is the main appeal, wanting a product that lasts rather than needs frequent replacement. This aligns closely with the broader survey pattern, where practicality and long-term value have consistently outranked more emotional or brand-driven factors, reinforcing that respondents view quality primarily through a functional, long-term lens.

- **A strong second group (37%) said quality matters for value for money,** closely supporting the first result rather than contradicting it, since both reflect a similar underlying logic: getting the most out of a purchase over time. Together, these two options account for the vast majority of responses (87.7%), showing that quality is valued almost entirely for practical, cost-effective reasons rather than status or trust in a brand name.

- **"Trust in a renowned brand name" and "Premium features" together made up only around 12% of responses,** which fits well with earlier results (such as Decision Drivers and Brand Perception), where brand identity consistently ranked as a secondary or minor factor compared to quality and price. This reinforces that respondents are not choosing quality as a proxy for brand prestige, but rather for genuine functional and financial reasons.

Overall, this result reinforces the survey's dominant theme so far, respondents consistently favour rational, value-driven reasoning (durability and cost-effectiveness) over emotional or identity-based motivations (brand trust or premium status), even when specifically asked why quality matters to them.

What worries you most about low-quality products?

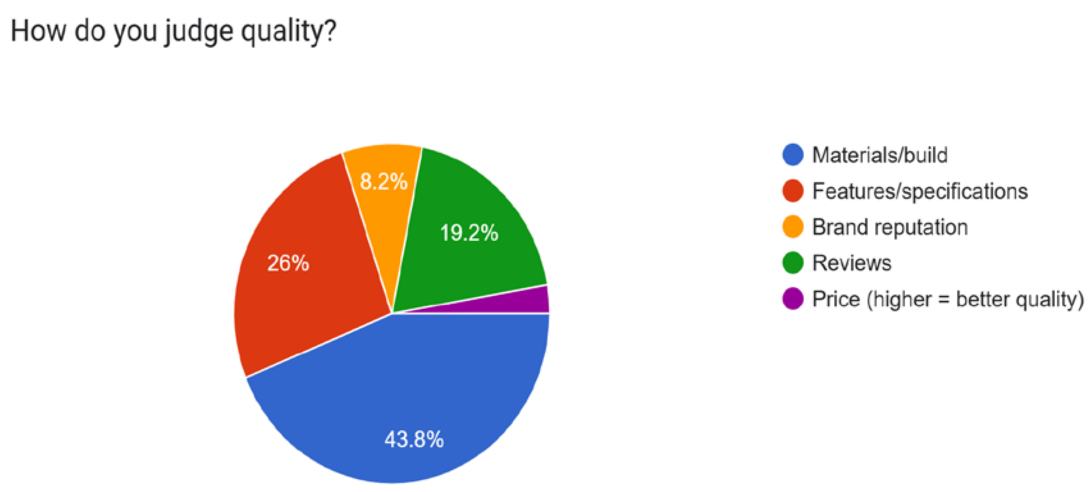


- **The largest group (32.4%) said poor performance worries them most about low-quality products,** slightly ahead of wasting money (25.7%). This suggests that for most respondents, the primary concern with low quality isn't purely financial, it's about the product simply not doing what it's supposed to do. This aligns with the earlier Decision Drivers and Quality/Durability results, reinforcing that functional performance is respondents' core priority when evaluating products.

- **"Wasting money" (25.7%) was a close second,** tying this concern back to the financial, value-driven mindset seen throughout the survey. Together, "poor performance" and "wasting money" account for over half of all responses (58.1%), showing that most concerns about low quality centre on practical failure and financial loss rather than physical or safety-related issues.

- **"Frequent replacement" (16.2%) and "Product damaged easily" (14.9%) were moderate concerns,** both relating to durability specifically. This connects back to the earlier result where "long product life" was the top reason respondents value quality, so it makes sense that concerns about replacement and damage would also rank meaningfully, just behind the more immediate concerns of performance and cost.

- **"Toxic raw materials" was the least concern (10.8%),** suggesting that health and safety concerns are a relatively minor worry compared to functional and financial ones for most respondents. This may reflect the demographic surveyed, where everyday purchase concerns (does it work, is it worth the money) tend to outweigh more health-focused or safety-driven considerations.



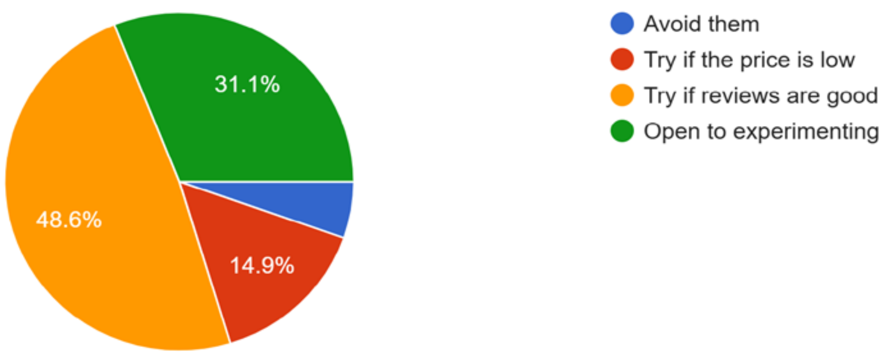
- **The largest group (43.8%) judged quality based on materials/build,** reinforcing the consistent theme throughout this survey that respondents rely on tangible, functional indicators of quality rather than external cues like price or brand. This connects directly to earlier results, where "long product life" and "durability" were the top reasons quality mattered, showing respondents consistently look at the physical substance of a product first.

- **"Features/specifications" (26%) ranked second**, which fits logically alongside materials/build, both are objective, fact-based ways of assessing quality rather than relying on perception or reputation. Together, these two options make up nearly 70% of responses, confirming that most respondents prefer to judge quality through direct, verifiable product attributes.

- **"Reviews" (19.2%) came in third,** showing that a meaningful portion of respondents still rely on social proof to judge quality when they can't assess materials or specifications themselves. This aligns with the earlier Social Proof results, where most respondents said they were moderately influenced by others' opinions, reinforcing that reviews act as a secondary, trust-building factor rather than a primary one.

- **"Brand reputation" (8.2%) and "Price" (roughly 2.8%) were the least selected,** which strongly supports the pattern seen across the entire survey: respondents consistently reject the idea that a higher price or a well-known brand automatically signals better quality. This reinforces the earlier price-quality inference finding, showing that while people may suspect cheap products are lower quality, they don't necessarily believe expensive or branded products are automatically better either.

How do you feel about unknown brands?



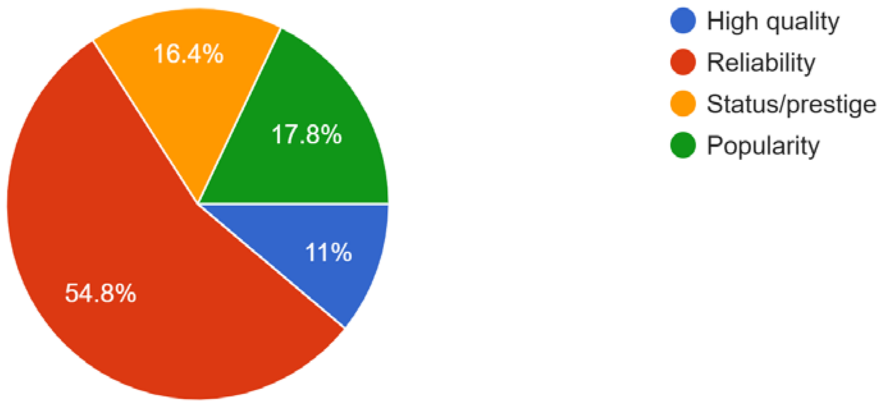
- **The largest group (48.6%) would try an unknown brand if reviews are good,** confirming that social proof plays a major role in overcoming brand-related uncertainty. This connects directly to the earlier Social Proof and "How do you judge quality" results, where reviews consistently ranked as an important secondary factor, respondents seem to trust other consumers' experiences as a stand-in for the reputation an unknown brand hasn't yet built.

- **A large group (31.1%) were willing to try/experiment with unknown brands,** suggesting a fair amount of openness rather than automatic distrust. This is a notably positive result, respondents don't appear to rigidly favour established brands, which lines up with earlier findings where brand reputation consistently ranked low as a quality indicator or purchase driver.

- **Only 14.9% would try an unknown brand purely because of a low price,** the smallest of the three groups. This reinforces the pattern seen throughout the survey, respondents don't associate low price with a good deal on its own, and are more inclined to base trust on reviews or general willingness to try rather than price alone.

- **A small remaining share (roughly 5%) likely avoid unknown brands altogether,** which is a relatively minor group. Overall, this result shows that most respondents are open to unfamiliar brands, but they generally want some form of validation (mainly reviews) before committing, reinforcing the survey's broader theme of cautious, evidence-based decision-making.

What does a strong brand signal to you?



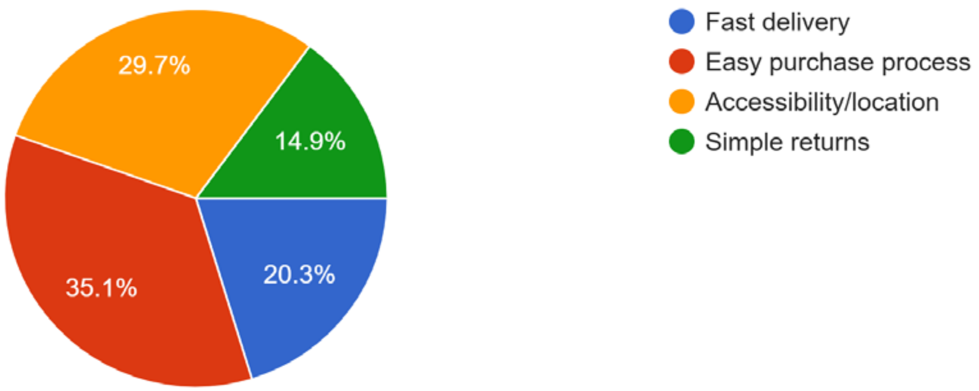
- **The majority (54.8%) said a strong brand signals reliability**, by far the top association. This is a meaningful result, it shows that respondents value brands primarily for consistency and trustworthiness (knowing what to expect) rather than for prestige or even quality itself. This connects well with the broader survey pattern, where practical, dependable factors have consistently outweighed status-driven or emotional ones.

- **"Popularity" (17.8%) and "Status/prestige" (16.4%) were close behind, essentially tied for second place,** suggesting that for a meaningful minority, brand strength is still tied to social visibility and image rather than function. This is a smaller but notable group that contrasts with the survey's dominant rational, value-driven theme, likely reflecting the more image-conscious segment also seen in earlier brand-related questions.

- **"High quality" was the least associated factor (11%),** which is a fairly unusual result, one might expect a "strong brand" to signal quality above all else. This suggests that respondents actually separate the idea of a brand's strength from a product's inherent quality, seeing quality as something judged independently (through materials, features, and reviews, as shown in earlier answers) rather than something a brand name alone can guarantee.

Overall, this result reinforces that trust and consistency (reliability) matter more to respondents than image or prestige, even though a meaningful minority still associate strong brands with status and popularity, echoing the smaller "brand-conscious" segment seen throughout the survey.

What type of convenience matters most?



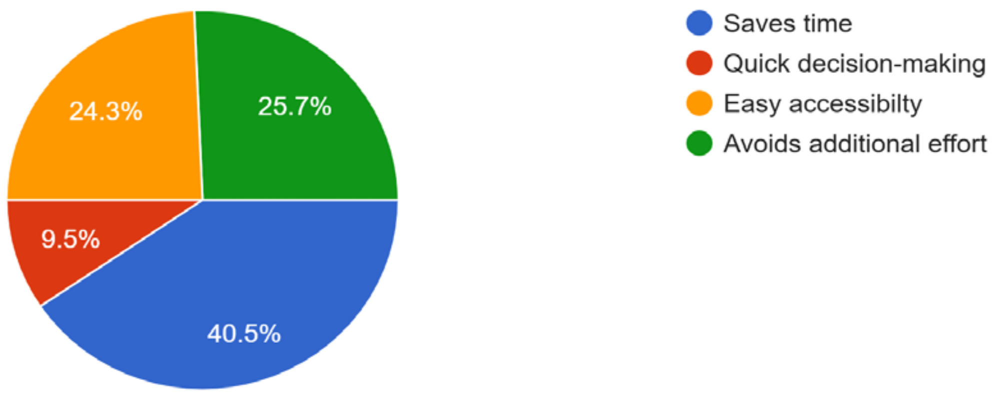
- **The largest group (35.1%) said easy purchase process matters most,** making this the top convenience factor. This suggests respondents value a smooth, low-friction buying experience above all else, reinforcing the survey's broader theme that ease and practicality drive most consumer preferences, in this case, minimising effort or complexity at the point of purchase itself.

- **"Accessibility/location" (29.7%) ranked a close second,** showing that many respondents also value being able to easily find or reach a product, whether in-store or online. Together, purchase process and accessibility make up nearly two-thirds of responses, indicating that convenience is mostly about the buying journey itself rather than what happens before or after.

- **"Fast delivery" (20.3%) was a moderate factor,** ranking below purchase process and accessibility. This is a fairly balanced result, delivery speed matters to a reasonable share of respondents, but it isn't the dominant concern, suggesting most people prioritise the ease of deciding and buying over the speed of receiving the product afterward.

- **"Simple returns" was the least selected (14.9%),** which makes sense as a lower priority since it's a post-purchase concern that only becomes relevant if something goes wrong. This fits well with the survey's overall pattern, respondents tend to focus more on getting the purchase right the first time (via quality, value, and ease of buying) rather than planning for the possibility of a return.

Why would you pay a premium for the sake of convenience?



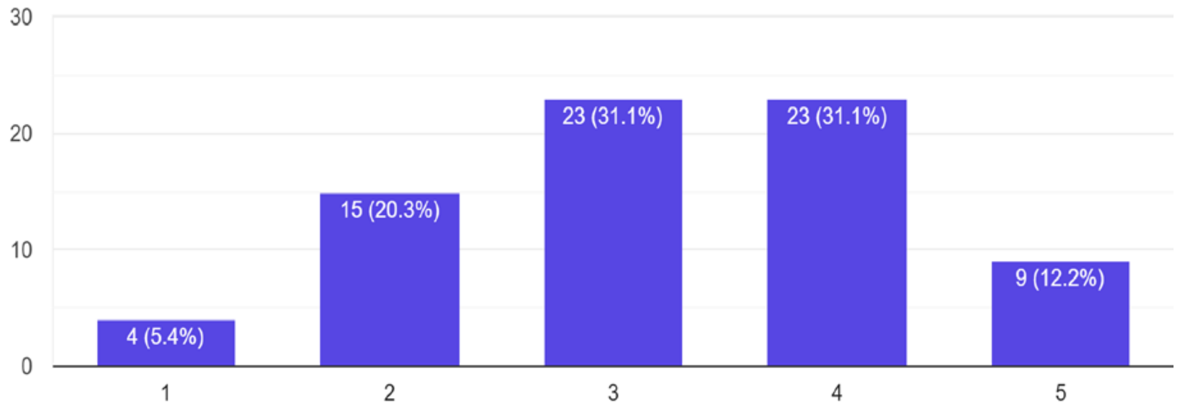
- **The largest group (40.5%) would pay a premium for convenience mainly because it saves time,** making this the top motivator by a clear margin. This reinforces the earlier finding that "easy purchase process" was the most valued form of convenience, together these results suggest respondents see time as a genuinely valuable resource worth paying for, rather than something to sacrifice for a lower price.

- **"Avoids additional effort" (25.7%) and "Easy accessibility" (24.3%) were close behind, essentially tied for second place,** showing that beyond time itself, respondents are also willing to pay to reduce physical or mental effort in the buying process. This aligns closely with the earlier convenience results, where purchase ease and accessibility ranked as the top two convenience factors, reinforcing that respondents consistently value a low-friction experience.

- **"Quick decision-making" was the least selected reason (9.5%),** suggesting that while respondents value saving time and effort during the process, the speed of the decision itself is a relatively minor motivator. This may indicate that respondents don't mind taking time to decide what to buy, but want the actual purchasing and access process to be fast and simple once they've made up their mind.

Overall, this result reinforces that convenience is primarily valued for practical, resource-saving reasons (time and effort) rather than for making the decision-making process itself easier, consistent with the broader survey theme of rational, efficiency-driven consumer behaviour.

On a scale from 1 to 5, How likely are you to pay more for convenience?



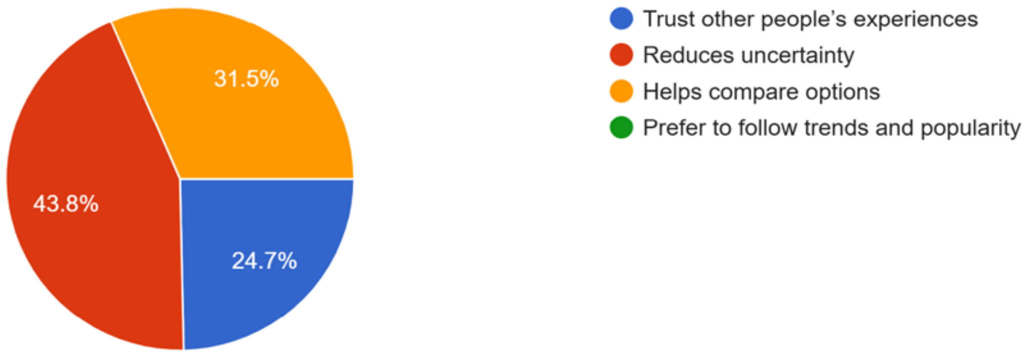
- **Responses were fairly spread across the middle, with 3 and 4 tied as the most common answers (31.1% each).** This suggests that, **on balance, respondents lean slightly toward being willing to pay more for convenience,** without being overwhelmingly enthusiastic about it. This fits the pattern from the previous two questions, where convenience (especially saving time and effort) was clearly valued, but not to an extreme degree.

- **Combined, options 3, 4, and 5 make up nearly 75% of responses,** showing that the majority of respondents lean toward being at least moderately willing to pay a premium for convenience. This reinforces the earlier findings that time-saving and effort-reduction are genuinely valued enough to justify some extra cost for most people.

- **Only a small minority (5.4%) selected 1 (very unlikely),** showing that outright refusal to pay for convenience is rare. This is consistent with the broader survey theme, respondents are generally practical and value-conscious, but this doesn't mean they're unwilling to spend more when it genuinely improves their experience.

Overall, this result reflects a moderate, fairly balanced willingness to pay for convenience, aligning well with the earlier findings that convenience is valued mainly for saving time and reducing effort, important, but not important enough for most respondents to rate it as an extreme priority (a 5).

Why do reviews influence your decision?



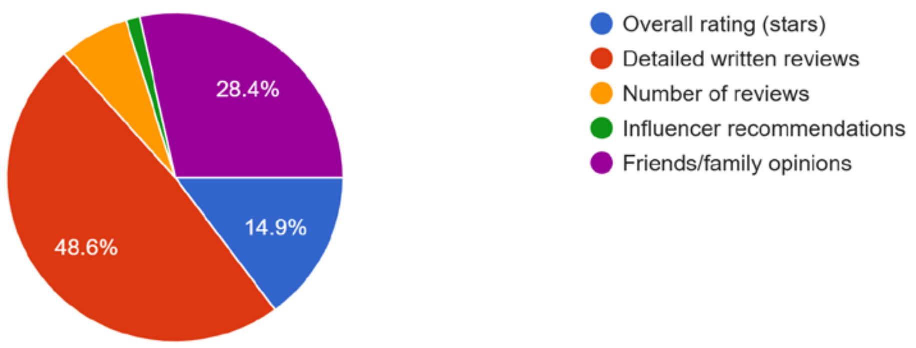
- **The largest group (43.8%) said reviews influence them because they reduce uncertainty,** making this the top reason. This fits closely with the earlier Social Proof and Trust results, where respondents showed a preference for evidence-based validation over guesswork, especially when unsure about a purchase. Reviews seem to function primarily as a risk-reduction tool rather than a social or emotional one.

- **"Helps compare options" (31.5%) ranked a close second,** reinforcing that reviews are valued mainly for their practical, decision-supporting function, helping respondents evaluate choices more effectively, rather than for trust or social validation alone.

- **"Trust other people's experiences" (24.7%) was the third most common reason,** which is a slightly lower result than one might expect given how strongly reviews featured in earlier questions (such as trying unknown brands). This suggests that while trust plays a role, respondents are more focused on the functional benefits of reviews (reducing uncertainty and enabling comparison) than on an emotional sense of trust in other people specifically.

- **"Prefer to follow trends and popularity" received virtually no responses,** which strongly supports the pattern seen throughout the survey: respondents consistently reject trend-following or popularity as a decision-making driver, favouring practical, evidence-based reasoning instead. This reinforces that reviews are used as a tool for informed decision-making, not as a way to conform to social trends.

What type of review matters most?



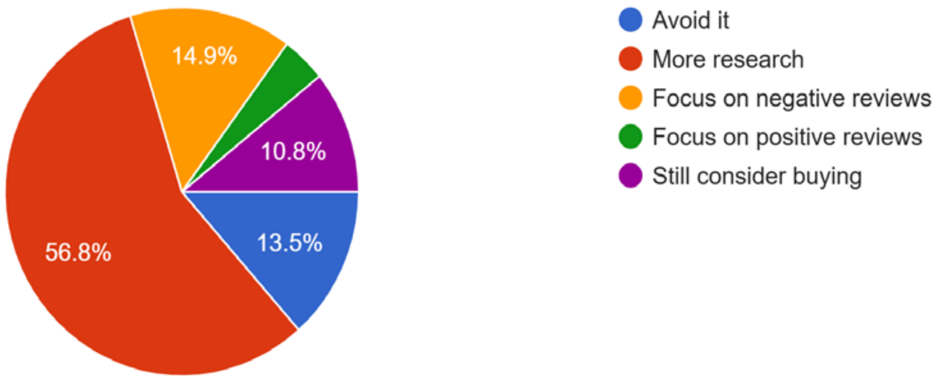
- **The largest group (48.6%) said detailed written reviews matter most,** confirming that respondents prefer depth and substance over quick, surface-level signals. This aligns closely with the earlier finding that reviews are primarily valued for reducing uncertainty and helping compare options, both of which require more detailed, specific information rather than a simple star rating.

- **"Friends/family opinions" (28.4%) ranked a strong second,** showing **that personal, trusted relationships still hold significant weight** even within the broader category of reviews. This suggests that while respondents generally favour evidence-based decision-making, they place particular trust in people they know personally, likely because this feels more reliable or relevant than anonymous online reviewers.

- **"Overall rating (stars)" was a minor factor (14.9%),** which is a fairly interesting result, one might expect a simple star rating to be a quick, commonly used shortcut. Instead, this suggests that respondents don't trust a single aggregated number on its own and prefer more context or detail before making a judgement.

- **"Number of reviews" and "Influencer recommendations" received little to no responses,** reinforcing the survey's consistent theme, **respondents are not swayed by popularity metrics** (like review volume) or by trend-driven, influencer-based marketing. This strongly supports the broader pattern where personal judgement, detailed evidence, and trusted personal relationships consistently outweigh social or promotional influence.

If a product has mixed reviews, what do you do?



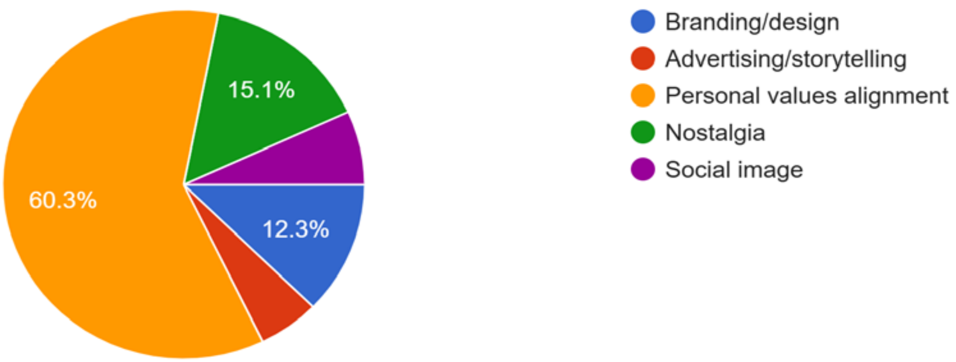
- **The majority (50.8%) would do more research when faced with mixed reviews,** making this by far the top response. This strongly reinforces the pattern seen throughout the survey, respondents consistently favour gathering more evidence and reducing uncertainty rather than making a quick or uninformed decision, especially when signals are unclear or conflicting.

- **"Focus on negative reviews" (14.9%) ranked ahead of "focus on positive reviews" and "still consider buying" (both under 14%),** suggesting that when reviews are mixed, respondents lean slightly more toward caution, giving more weight to potential downsides than to positive signals. This lines up with the earlier Loss Aversion results, where losing or risking a bad outcome was consistently felt more strongly than missing out on a good one.

- **Only 13.5% would avoid the product altogether,** showing that mixed reviews don't automatically lead to rejection for most respondents. This suggests that uncertainty prompts more investigation rather than outright avoidance, respondents seem more inclined to resolve doubt through research than to walk away from a purchase entirely.

Overall, this result reinforces the survey's dominant theme of cautious, evidence-based decision-making, rather than reacting emotionally or impulsively to mixed signals, most respondents choose to investigate further, seeking more clarity before deciding whether to buy.

What creates an emotional connection for you?



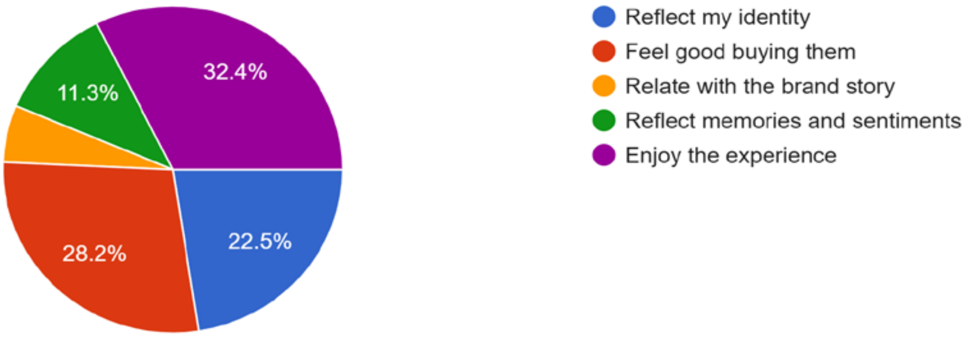
- **The majority (60.3%) said personal values alignment creates the strongest emotional connection,** making this by far the dominant factor. This is a meaningful result, it shows that those **who focused on emotional drivers, still lean toward something rooted in personal identity and principle** rather than surface-level appeal like design or advertising, tying back to the earlier finding that "Emotional Connection/Lifestyle Alignment" was the least important purchase driver overall.

- **"Nostalgia" (15.1%) ranked a distant second,** suggesting that for a smaller group of respondents**, past experiences or sentimental associations play a meaningful role in emotional connection,** even if this isn't the dominant driver overall.

- **"Social image" (12.3%) was a relatively minor factor,** reinforcing the pattern seen throughout the survey where **status, prestige, and social validation consistently rank low** compared to more personal or practical motivators. This suggests that even within emotional decision-making, respondents are not primarily driven by how a product makes them appear to others.

- **"Branding/design" and "Advertising/storytelling" received minimal responses,** strongly supporting the survey's overall theme, **respondents consistently reject externally manufactured appeal (marketing, visual branding)** in favour of more authentic or intrinsic connections, in this case, alignment with their own personal values.

In what way do your emotions influence your purchasing decision?



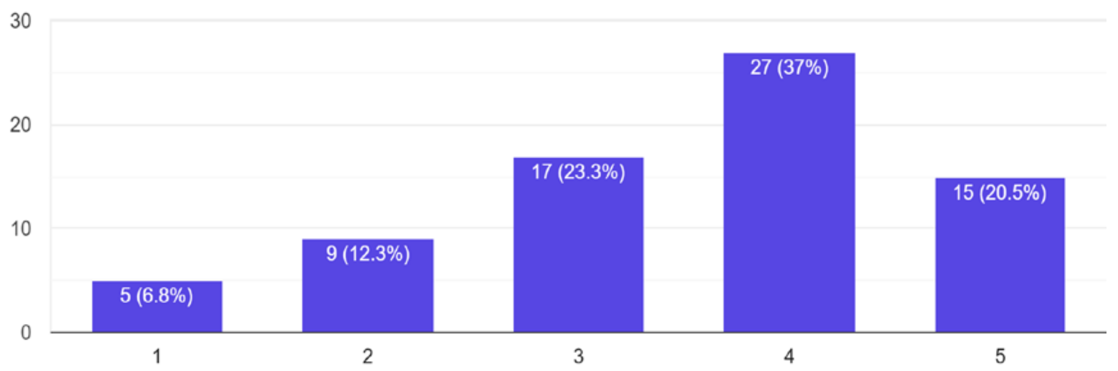
- **The largest group (32.4%) enjoyed the experience of buying**, making this **the top emotional driver**. This suggests that for many respondents, the act of purchasing itself, rather than the product's meaning or story, is where the emotional value lies, pointing to purchasing as a source of enjoyment rather than deeper self-expression.

- **"Feel good buying them" (28.2%) ranked a close second,** reinforcing a similar theme, **positive emotion tied to the purchase** itself rather than to identity or memory. Together, these two options make up over 60% of responses, showing that immediate, in-the-moment positive feelings are the dominant emotional influence on purchasing.

- **"Reflects my identity" (22.5%) was a moderate factor,** consistent with the earlier result showing **personal values alignment as the top emotional connection driver,** together these findings suggest that while identity matters emotionally, it plays a secondary role compared to the immediate enjoyment of the purchasing experience itself.

- **"Reflects memories and sentiments" was the least preferred (11.3%),** and **"relate with the brand story"** received minimal responses, reinforcing the survey's consistent theme that **manufactured brand narratives hold little emotional weight** for respondents. This suggests that nostalgia and storytelling are relatively minor emotional drivers compared to the more immediate, experience-based emotions tied to the act of purchasing itself.

On a scale from 1 to 5, how likely are you to purchase a product because you "just liked it" ?



- **The largest group (37%) selected 4,** with a further 20.5% selecting 5, meaning **more than half of respondents (57.5%) lean toward being fairly or very likely to purchase something simply because they "just liked it."** This is a fairly interesting result given the survey's overall pattern, respondents have consistently favoured rational, value-driven reasoning (quality, price, research), yet this shows that instinctive, unexplained liking still plays a meaningful role in actual purchasing behavior.

- **Responses clustered mostly in the mid-to-high range (3 to 5), together making up 80.8% of the total,** suggesting that while few respondents are entirely indifferent to instinctive liking, most acknowledge it has at least some influence, even if it isn't their primary decision-making driver overall.

- **Only 6.8% selected 1 (least likely),** showing that very few respondents completely dismiss the idea of buying something purely because they liked it. This reinforces that emotional or intuitive appeal, while secondary to practical factors throughout the survey, is still a real and fairly common influence rather than a negligible one.

Overall, this result adds some balance to the survey's dominant rational, value-driven theme, showing that despite consistently prioritizing quality, price, and research in earlier questions, **respondents still admit that simple, instinctive liking has a fairly strong pull** on their purchasing decisions, suggesting real-world behaviour is likely a blend of rational evaluation and gut-level preference.

Conclusion

Overall, this survey reveals that **decision-making**, whether related to risk, purchasing, or broader life choices, is largely **driven by a practical, value-focused mindset, but with clear and consistent emotional undertones.**

Across nearly every section, respondents leaned toward calculated, evidence-based reasoning: preferring balanced risk-taking over extremes, prioritising quality and value over brand image, and relying on research and detailed reviews to reduce uncertainty rather than acting on impulse or trend.

At the same time, the survey highlighted several points where behavior aligned closely with established behavioural theories, such as loss aversion (losing money feeling worse than missing a gain) and the role of fear in shaping decisions, while also revealing a few unexpected deviations, such as the surprisingly low reliance on expert advice and the unexpectedly strong preference for delayed rewards over instant gratification.

These moments of contradiction were just as valuable as the confirmations, showing that theory provides a strong general framework, but real behaviour is shaped by context, personal experience, and individual psychology.

Finally, despite the overall rational, practical tone of the results**, emotional and instinctive factors clearly still play a role,** whether through personal values shaping identity-driven decisions, the enjoyment of the purchasing experience itself, or the fairly high likelihood of buying something simply because it was "liked."

This suggests that real-world **decision-making is rarely purely rational or purely emotional, but instead a blend of both, with practical, value-driven reasoning as the dominant pattern, layered with meaningful emotional influence beneath the surface.**