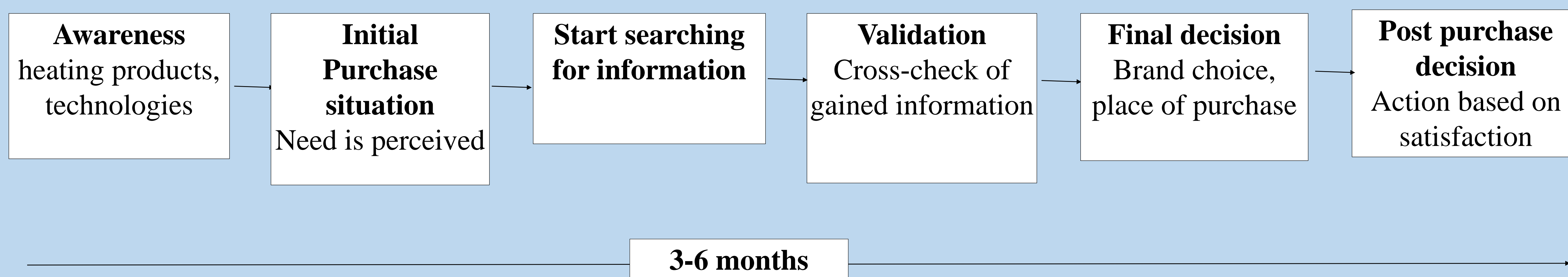


# How do end customers purchase heating products? What is the influencing role of social environment?



- 10 In-depth Interviews with couples
- Non-probability snowball sampling – via personal referrals
- explore underlying motives and attitudes
- To reveal the influence of social environment



- Online questionnaire with homeowners in Hungary
- Carried out on an **online panel** of Ipsos interactive services, panel is pre-recruited
- screening of (1) own house/flat, (2) change heating in the past/coming 18 months
- 417 finished questionnaire



## Awareness stage

- 74% don't remember any kind of advertisement regarding heating products from the media
- 26% recalled memories, thereof: 54% offline 46% online 11% social sources



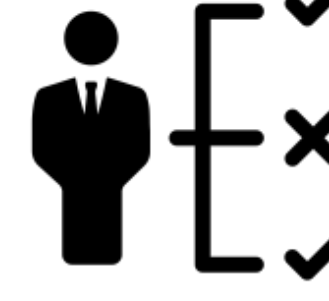
## Initial purchase situation – motivation for buying a new heating product

- 53% financial factors (rising energy costs, subsidies, etc.)
- 8% emergency breakdown
- Social influence plays no role



## Start searching for information:

- 59% start on their own, thereof: 67% online 32% offline
- 27% turn to other people around, thereof: 40% social source 32% installer



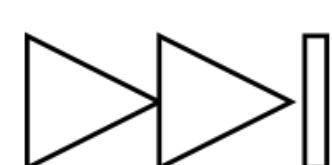
## Validation

- 85% cross- check the gained information, at least 1-3 times
- 41% online 19% offline 27% social 11% installer



## Final decision – Top 2 relevant sources that led to the final decision

- 44% online 13% offline 30% social 14% installer



## Post purchase evaluation

- 77% satisfied with purchase: respondents express satisfaction in their social environment (recommendations)
- 20% satisfied without any extra benefit: willingness to change technology, brand

