

Product importance to the customer

- Is the product an essential item?
- Is there any opportunity for substitution?
- Is the product a regularly-scheduled purchase, a major one-time purchase, or an infrequent purchase?
- Is the product purchased in volume? Are there discounts on volume purchases?
- How does the product or service fit into the consumer's overall spending pattern?

Customer evolution

- How is the target country's consumer base changing?
- What impact will this change have on future marketing of this product/service?

Consumer spending patterns

- What are the current spending priorities of users?
- What are their trends in spending?
- How much disposable income do consumers have? Are there identifiable trends?
- What product purchases are the consumers making?
- Are there measurable pricing trends?

Making the purchasing decision

- How is the product purchased?
- Does the end user make the purchasing decision? If not, who makes the decision and what criteria are used in making the decision?

Factors which influence the purchasing decision

- Advertising, discounts and coupons, tied purchases, testimonials, incentives, etc.
- Attitudes and perceptions — social and cultural considerations, country of origin, buy national programs etc.