

Name:

YOUR PURCHASES

1. What is the most expensive thing you've ever bought?
 - a. Was it worth it and how did it make you feel?
 - b. How long did it take you before you bought?

2. What made you aware of the product?
 - a. Did you hear about it from other sources?

3. Did it come in a package?
 - a. What did the packaging look like?
 - b. Did it have special protection or instructions?

4. Where did you buy it?
 - a. Did anyone else carry this product?
 - b. How many places did you visit before making your decision?