



IC Customer Insight®
Sun Protection in
GER, AT, CH, ITA
2022

Methodical Profile – IC Customer-Insight® Sun Protection in EU 2022

- Das IC Customer Insight® Sun Protection in Europe provides you with all the necessary information for an efficient brand policy. On the subject of sun protection, the study examines the buying and usage behavior of various exterior sun protection systems for windows, roof windows, balconies, terrace and garden roofing, as well as interior sun protection for windows. In addition brand awareness, brand usage, buyer and information behavior, customer segmentation based on price types, as well as the ideal sun protection according to product type, product features is evaluated.
- All questions are evaluated separately for the various customer segments (age; product use; country etc.). Accordingly, the results can be viewed in a differentiated manner.
- Only homeowners (house owners) are surveyed.

Population

Homeowners (house owners)
over the age of 18

Sample Size

Germany:	1.000
Austria:	500
Switzerland:	500
Italy:	500

Survey Method

Representative online survey – CAWI Interviews
Survey duration: approx. 10 min.

Survey Period

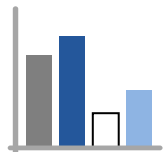
May 2022 (or on request)

The Results of the Study will Give you Answers to the Following questions...



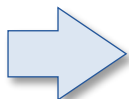
Which **Brand** are in use / are shortlisted / are avoided / are chosen when money is no object / are well-known (aided/unaided)?

How does the **Buying Process** work? Where do customers inform themselves about the brand and products? Which channels are preferred and which recommendations are trusted?



Details on the **Use** of exterior and interior sun protection: What are the purchasing barriers and what is currently in use in terms of sun protection in Germany, Austria, Switzerland and Italy? What role does motorization play and what is the sun protection of the future?

What role do **Price & Brand** play? What is the distribution of buyer types per country and product segment: Bargain-Buyer, No-Risk-Buyer, Brand-Loyal Buyer, High-Risk Buyer and Low-Interest Buyer



Pre-orderers are able to influence the questionnaire/survey topics!

Study Design of the Customer-Insight® - Sun Protection in EU 2022

IC Customer-Insight® – Sun Protection



Survey Topics

Buying and Usage Behavior	Brand Awareness	Customer Journey	Price Behavior
Exterior Sun Protection	TOP brands overall	✓ Purchase decision maker / influencer	
Windows Roof windows	Brands by product group	✓ Source of information / information behavior	✓ Customer typologies by price and buying behavior (price types)
Roller shutters Venetian blinds Shutters	Roller shutters Venetian Blinds	✓ Place of purchase	
Vertical awning Zip-Screens	Zip-Screens Pergola		
Outdoor-Living	Bioclimatic pergola Awnings		
Balcony Terrace / garden roofing		E-Commerce:	Sun Protection of the Future
Awnings Pergola		✓ Willingness to buy online	Relevance of specific product features for exterior, interior sun protection and roofing for terrace/garden and balcony::
Sun Sail Bioclimatic Pergola		✓ Reasons/barriers to online purchases	
Interior Sun Protection	✓ Aided/unaided		
Windows Roof windows	✓ Superior/inferior brands		
Roller blinds Pleated blinds Blinds	✓ Brand image		
✓ Current use ✓ Buying criteria / barriers	✓ Brand use/Potential Set		<ul style="list-style-type: none"> • Product type • Motorization • Smart Home Integration
Motorization (solar/electric) Smart Home Integration			

The IC Customer-Insight Provides You with Answers to...

Evaluated topics within the scope of the survey

Buying- / Usage Behavior

BRANDS	
Brand Awareness	Which brands of sun protection do you know spontaneously? Which of the following brands for sun protection do you know?
Brand Image	Which characteristics would you assign to brand XY?
Superior / Inferior Brands	Which brand would you buy if money was no object? Which brand would you definitely not buy?
etc.	What brand is your current sun protection from? Have you ever seen catalogs/advertising material from brand XY?

BUYING DECISION	
Where information obtained? How are individual information channels evaluated?	Source of Information
Who makes the buying decision and how strong is the influence on the purchase decision?	Decision Maker/ Influencer
Which criteria are decisive for the purchase?	Buying Criteria
What relevance do specific product features have, etc.?	etc.

Five Price Types with Very Different Behavior

Customer segmentation based on price types

Price Types



Bargain-Buyer

Interest in special offers, special rates, discounts and bonuses. Buys because of, rather than in spite of the price and sometimes even buys pointless things just because they are cheap and that in all price ranges.



No-Risk-Buyer

Loss-averse buyers – increasingly see the risk of purchase they want avoid. Avoidance strategies: personal advice, fair price, active information gathering.



Brand-Loyal Buyer

Has price idea, but is very open-minded for brand, image and quality. Compares products, not so much the prices, and is eager to innovations. Often spends more than planned.



High-Risk Buyer

Little interest in price negotiations or discounts, what counts is the brand's promise of quality. Prices are disregarded as long as the overall experience is right. Quality has its price.

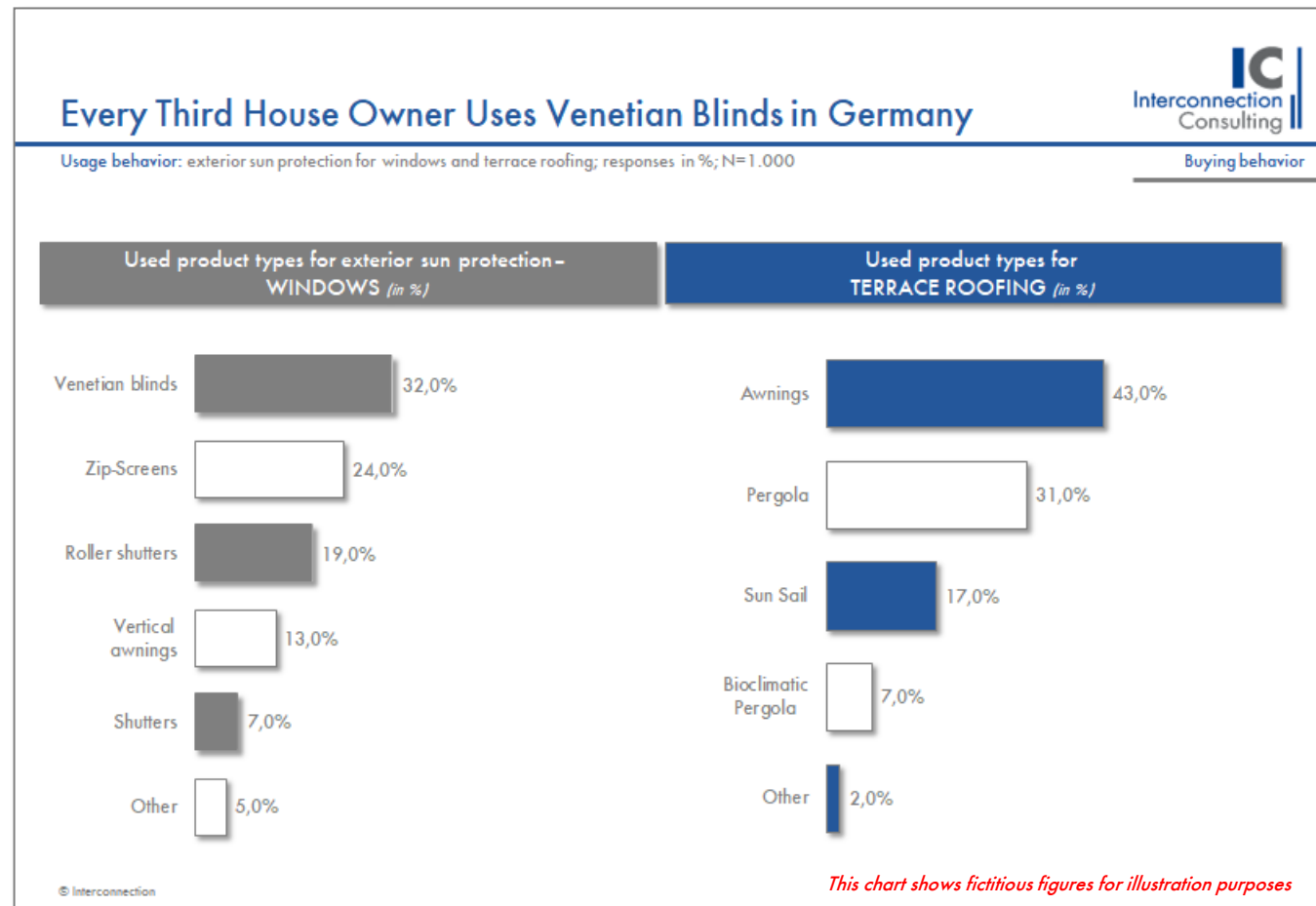


Low-Interest Buyer

Very unemotional. Sees himself as well informed and buys to satisfy a current need. Little interest in prices and virtually no price comparisons.

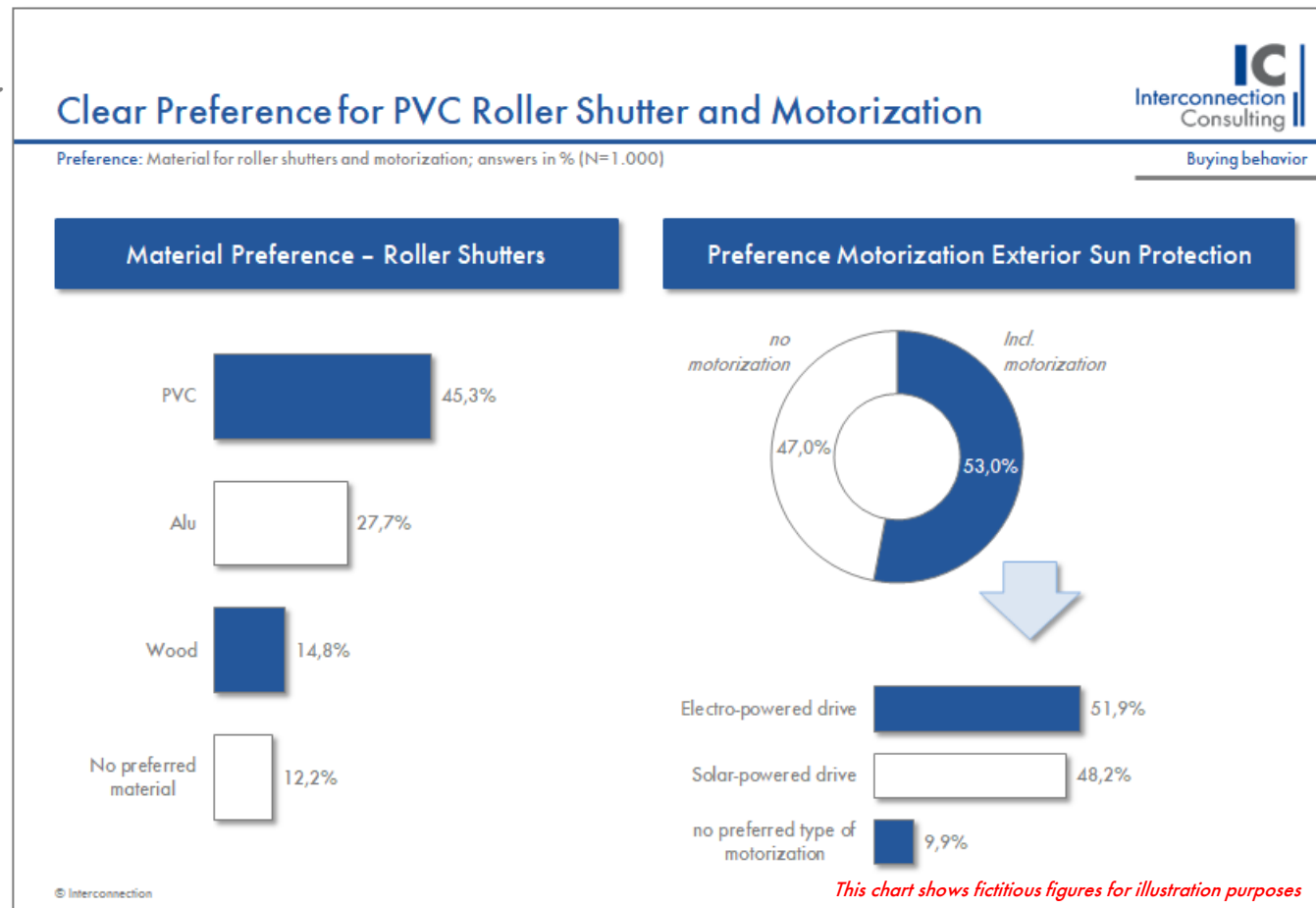
What is the Percentage of Sun Protection Products in Use?

- Analysis of the share of various sun protection products for windows, roof windows, balcony, terrace/garden roofing.
- *This example chart shows fictitious numbers.*



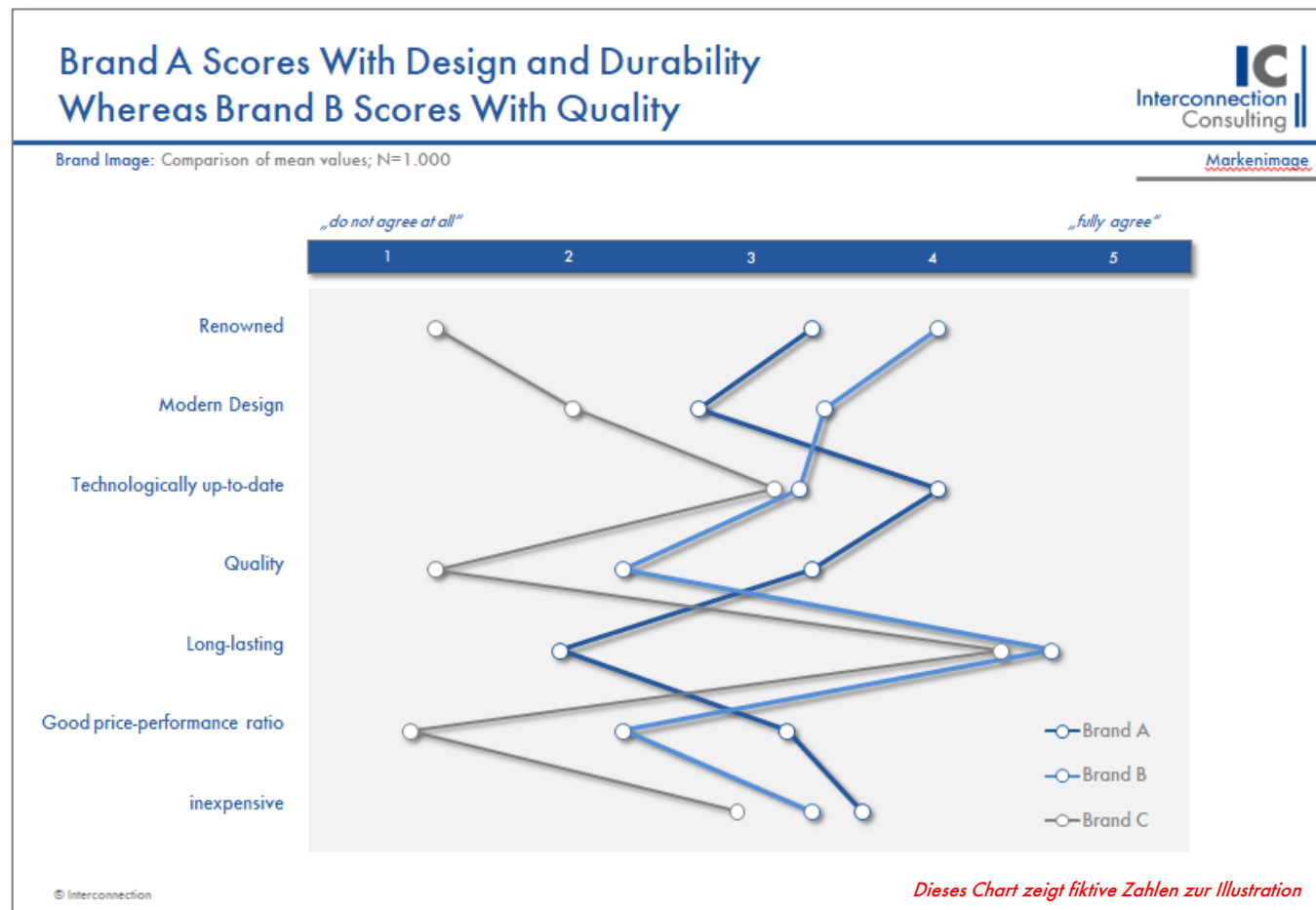
What Product Features Do Consumers Prefer

- Analysis of material preferences (PVC, aluminum, wood, etc.), as well as product features such as motorization, smart-home integration, etc.
- *This example chart shows fictitious numbers.*



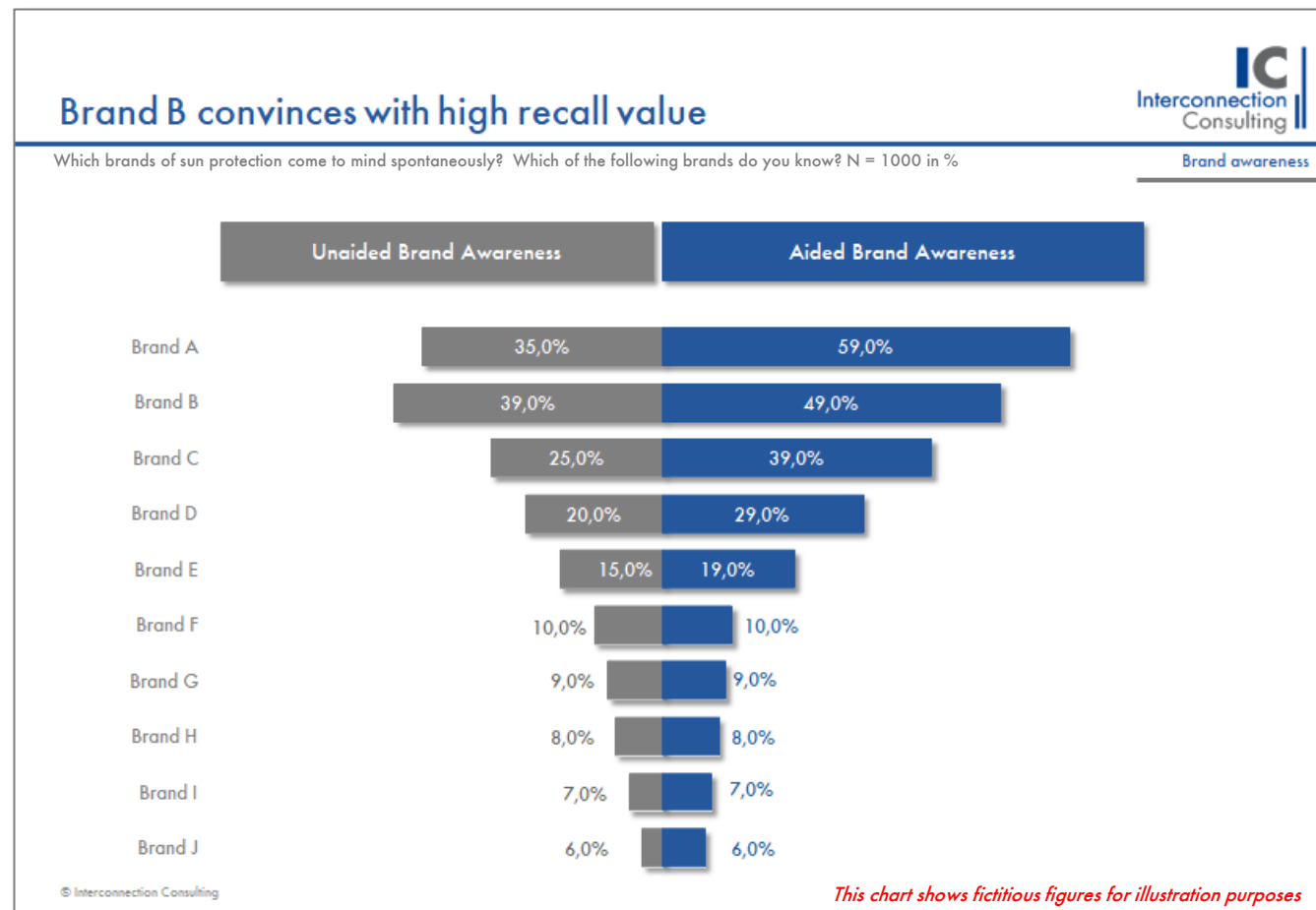
How Satisfied Are Customers With the Brand of Their Sun Protection

- Analysis of customer satisfaction and image of individual sun protection brands.
- *This example chart shows fictitious numbers.*



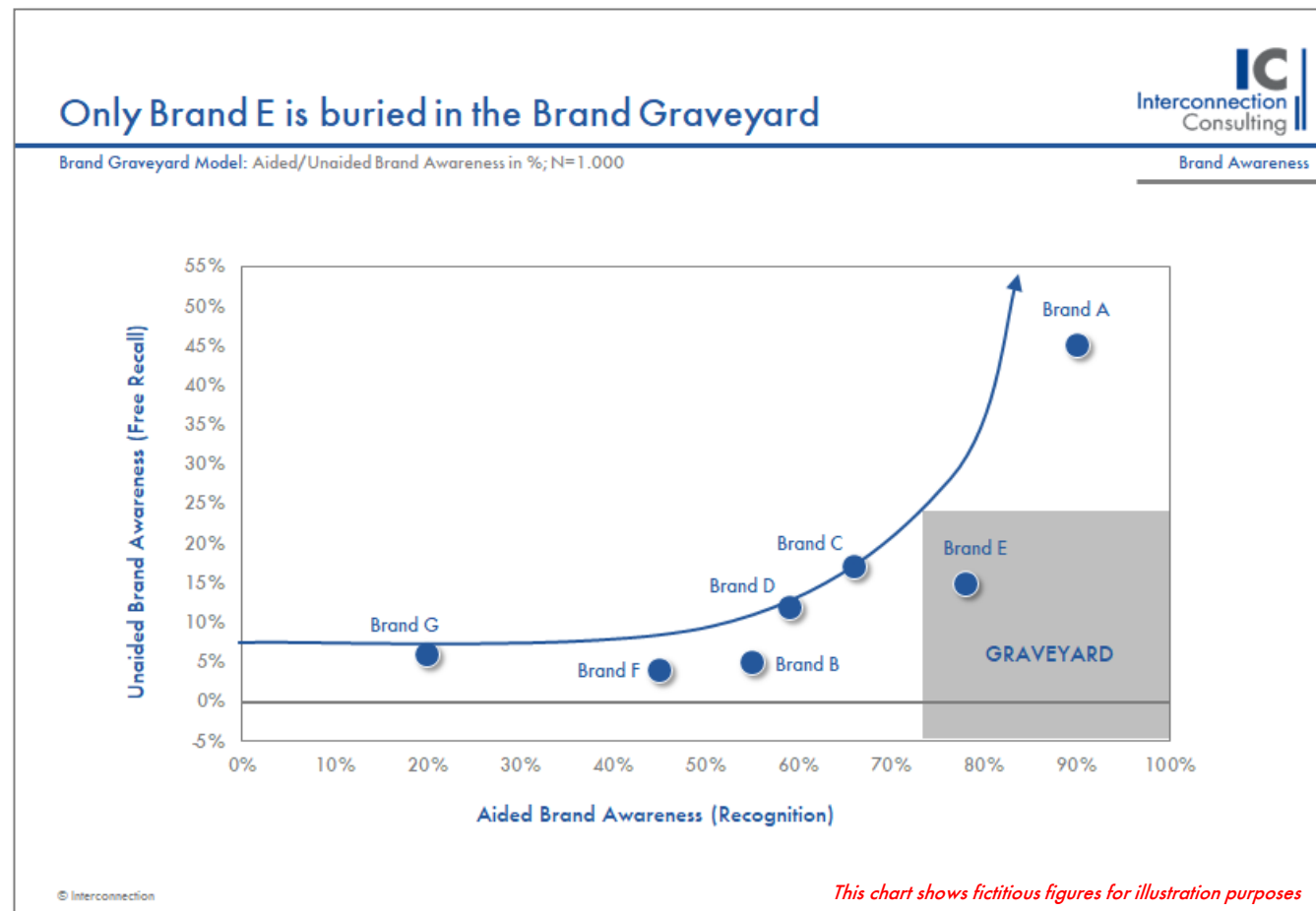
Brand Awareness Analysis of TOP Brands

- Classic analysis of brand awareness according to recall and recognition values.
- *This example chart shows fictitious numbers.*



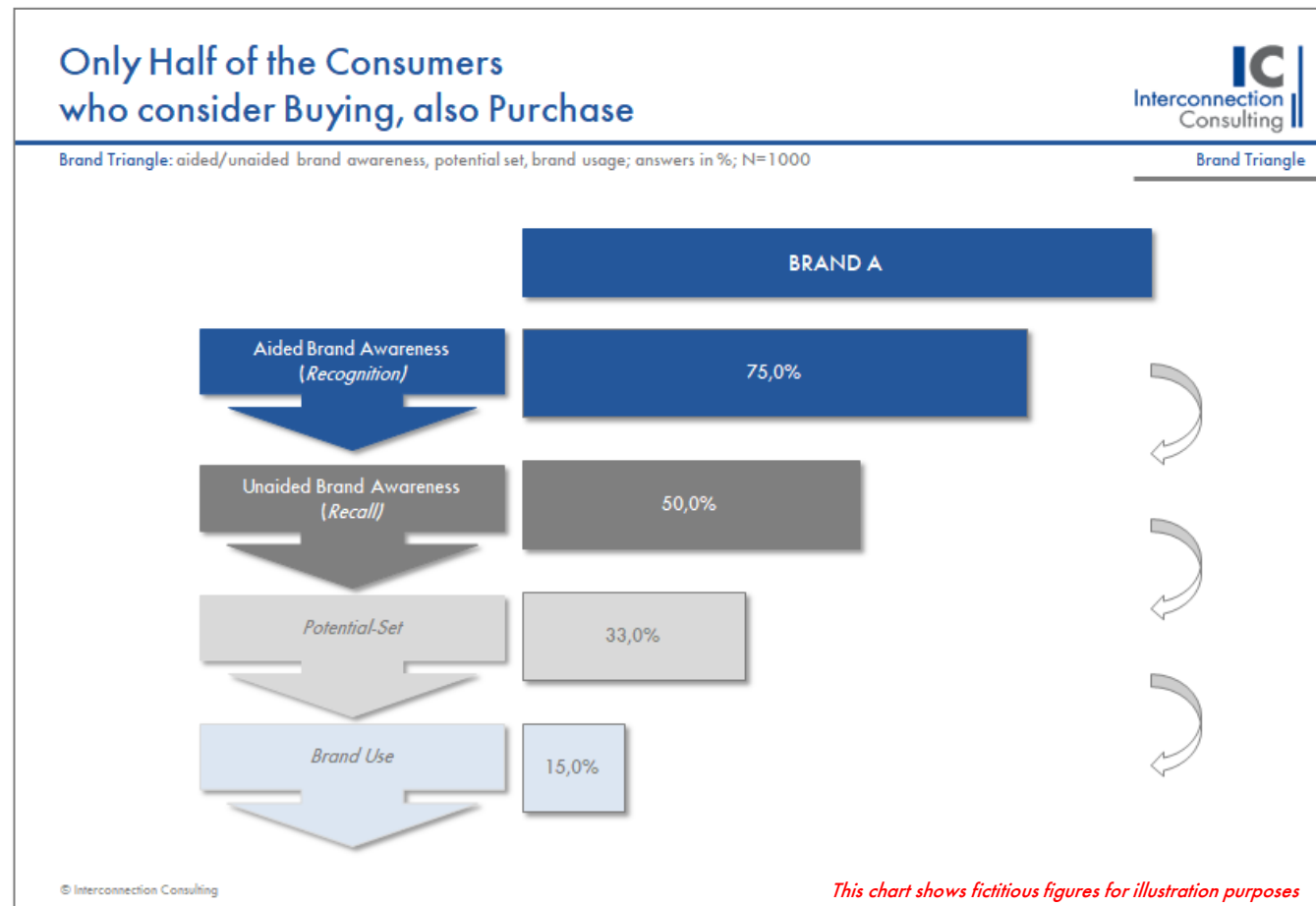
Which Brand is Located in the Brand Graveyard?

- Strategic analysis of brand equity using the Brand-Graveyard Models.
- *This example chart shows fictitious numbers.*



Analysis of Brand Values of the TOP Brands

- Analysis of brand awareness based on aided and unaided awareness as well as inferior and superior brands, potential set and actual brand usage.
- *This example chart shows fictitious numbers.*



Investment Plan

Customer Behavior for Sun Protection in EU 2022

IC Customer-Insight® Sun Protection in EU 2022	IC Subscription *	IC Single Issue
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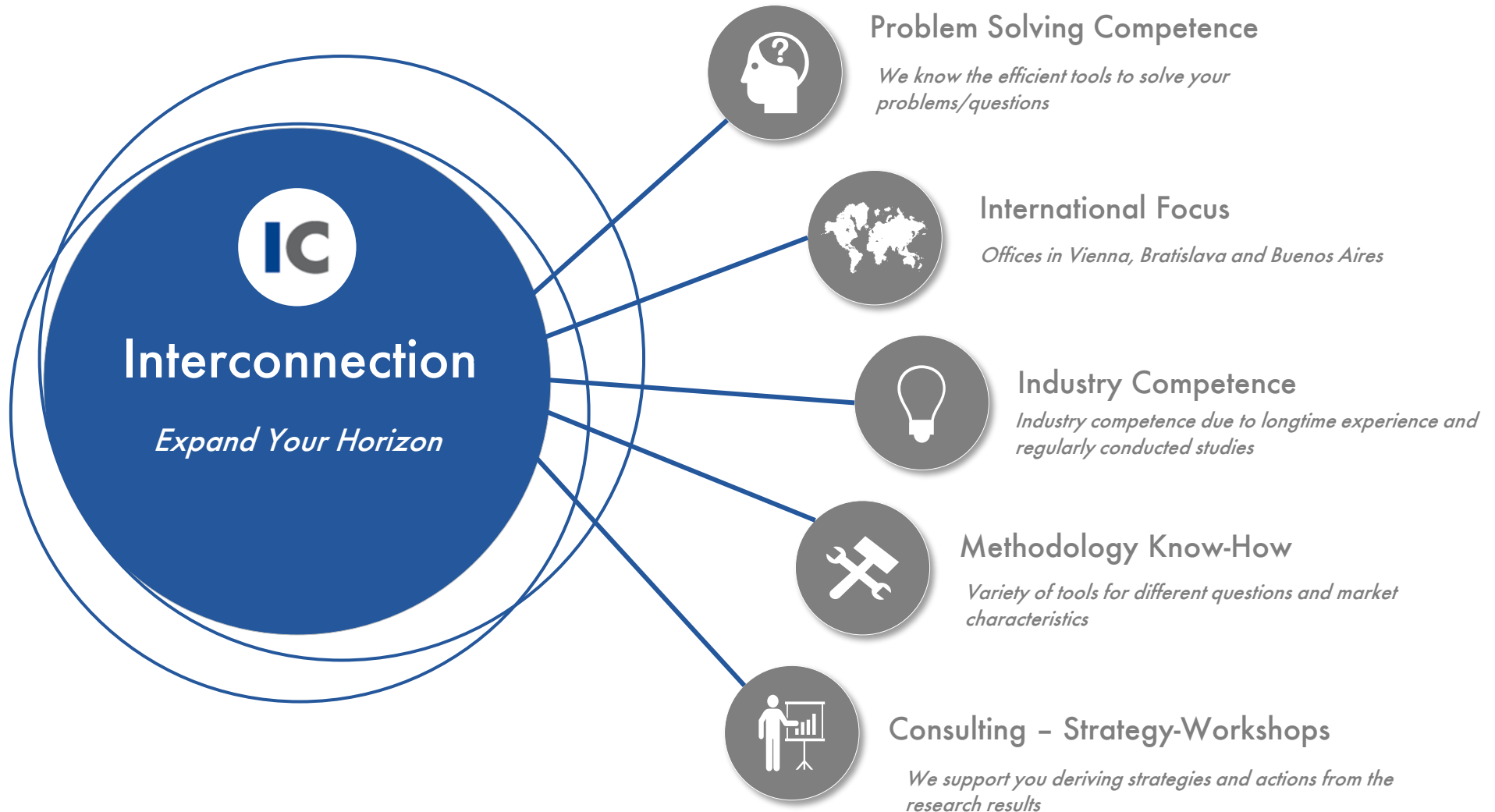
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Our Market-Intelligence Tools



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If there are any questions please
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