

# Market Research Questionnaire for Pricing Strategy

A **market research questionnaire** for pricing strategy collects valuable customer insights to determine optimal product pricing. It helps businesses understand consumer preferences, price sensitivity, and competitive positioning. Effective questionnaires guide data-driven decisions to maximize profitability and market share.

Respondent Information

Age: 

Select

Gender: 

Select

Product Awareness

How familiar are you with our product?

☐

 Very familiar

☐

 Somewhat familiar

☐

 Not at all familiar

Purchase Behavior

How often do you purchase products like ours?

☐

 Weekly

☐

 Monthly

☐

 Rarely

☐

 Never

Price Sensitivity

What is the maximum price you would be willing to pay for our product?

Enter amount

How does our product's price compare to similar products?

☐

 Lower

☐

 Similar

☐

 Higher

Value Perception

How would you rate the value for money of our product?

Select

Open Feedback

What suggestions do you have for our pricing strategy?

Submit