

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:

Gender:

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?

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?

Open Feedback

What suggestions do you have for our pricing strategy?