Samsung Smartphone

A survey for understanding customers' behaviors

Why do you buy a smartphone?

- [ ] Business Purpose
- [ ] Communication
- [x] Personal Image
- [ ] Sales Promotion

When do you make purchase of a new phone?

- [ ] Damage of phone
- [x] Bored with old models
- [ ] New version of the mobile

Why do you use more frequently?

- [ ] Application
- [x] Music
- [ ] Games
- [ ] Videos
- [ ] Business Purpose

Why do you purchase a Samsung smartphone?

- [x] Good previous experiences
- [ ] Good online reviews
- [ ] Recommendations from others

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