

## CASE STUDY

# **Business decision makers have specific feelings that impact their choice of which business software to purchase**

## **Objectives**

- To determine how strong emotional reasons for purchasing software are and identify which specific feelings are driving the decision
- To measure brand performance on the emotional (and rational) factors that matter most to decision makers

## **Research Design**

- International study, including business software decision makers from the US (n=1,379), Canada (n=526), United Kingdom (n=554), France (n=606), Germany (n=518), Ireland (n=222), Japan, (n=830), Australia (n=839), and New Zealand (n=254)

## **Results**

- We determined that how purchasing and using business software makes decision makers feel about themselves is just as important as attributes of the brand and software
- The client is using the results to develop messaging that elicits a more emotional response in decision makers