



Shopping Monitor

By GfK Romania

Uncover the why behind the what



Key Questions

What did we measure?

How it helps you

Who your shoppers are?

- Shopper segmentation
- Shopper profiling

Develop targeted campaigns and activations

How do they shop?

- Shopping strategies
- Main shopping channel
- Attitude towards leaflets
- Loyalty cards
- Perceptions about private labels
- Omni channel behavior
- Online impact
- Awareness, impression and memorability regarding the advertising materials

NEW

- Understand the context in which you can take action;
- Refine your communication campaigns;
- Understand how to better reach shoppers;
- Predict shopper behavior;

How do they choose retailers?

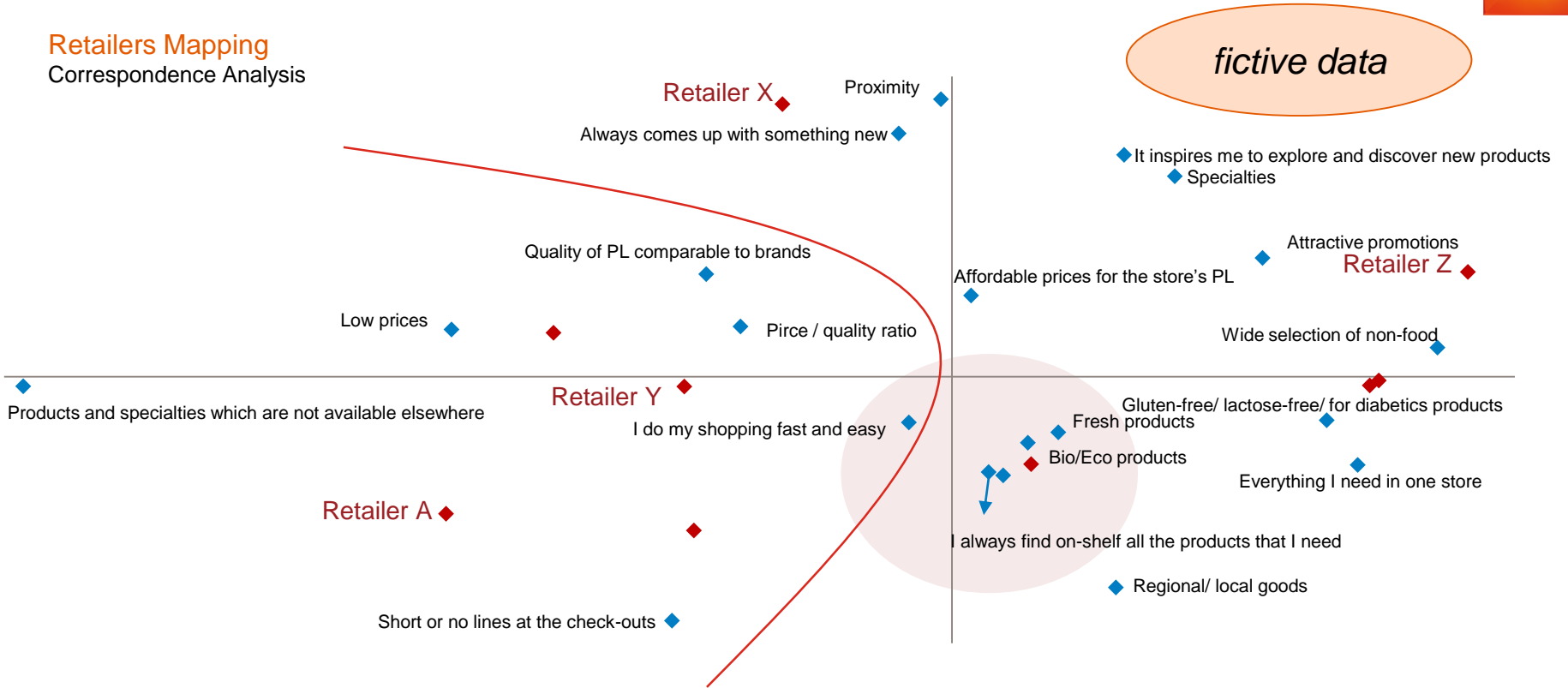
- Main store
- Loyalty towards retailers
- **Consumer Brand Relationships (CBR)**
- Brand Image
- Needs and gaps
- Barriers to buying from retailer
- Retailers mapping (correspondence analysis)
- NPS

- Unveil future growth opportunities for a category in specific retailers;
- Understand the strong and weak points of retailers;
- Identify the territories occupied by each retailer in the market;
- Measure the “power” of each retailer in the mind of the consumer.

NEW = new vs. last year's report

Which territories of the consumer's mind are won by which retailers?

Retailers Mapping Correspondence Analysis



When it comes to the relationships retailers build with the shoppers we see interesting differences in Bucharest compared to total country



Imagine the relationships you have with the stores as if they were human relationships...

Retailers who develop strong relationships with their shoppers have the premises for market share increase and can sustain premium prices.



GfK Consumer Brand Relationships is a predictive measure of equity, anchored in experiences consumers have with brands. It reveals the efforts retailers are doing for brand building development and differentiation on the market given their connections with the consumers.

Data collection

- Mix-mode methodology
- 63% F2F TAWI interviews (Tablet Assisted Web Interview)
- 37% online interviews in our Ask GfK Panel
- Data collection period: December 2018 - January 2019

Sample Size & Structure

- Persons aged 18+ from urban environment, who are in charge with shopping for food & non food products within the household; representative sample by historical regions and urbanization degree.
- Random Sampling → multi-stratified by region & settlement and we applied random route and statistical step for selecting the household. The respondent was selected based on a quota system by age & gender.
- Total sample obtained: N = 800, maximum sampling error $\pm 3.5\%$
- A boost of 100 interviews was performed on Bucharest in order to get a robust sample on this target.

Investment

- 3,900 EUR & VAT for standard report (RO or ENG versions available)

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