

GfK FutureBuy

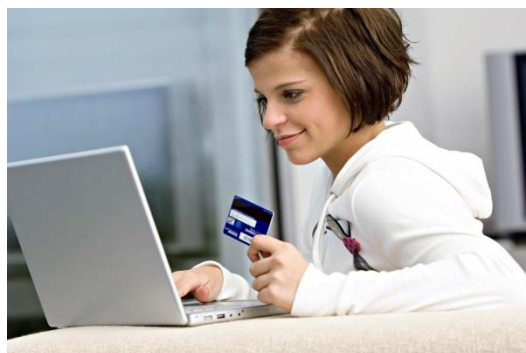


GfK FutureBuy

The GfK FutureBuy 2018 project will show you and your colleagues how the Internet and various mobile devices (smartphone, tablet, smart watch/fitness tracker) have been changing customers' shopping journey and how the importance of sales channels has been shifting. As part of the GfK FutureBuy 2018 project, you will be able to compare Czech consumers' buying behaviour with that of both the European and the global average data (the FutureBuy project was carried out simultaneously in 35 countries around the world).

Key Insights

- » The categories of products Czech consumers buy more frequently online and which they prefer to buy in-store
- » What proportion of Czech consumers use their smart phone to pay at the check-out
- » To what extent consumers consult blogs and other websites written by other buyers
- » Whether it is important for them to see the same price online as in a brick-and-mortar store?
- » Whether they like to have their visits tracked by a website which can later recommend other goods to them
- » What proportion of all customers make an online search before buying a product
- » Whether they use localization/navigation apps on their smartphones or tablets to find the best offer
- » The importance of various buying tools such as smartphones, tablets, smart watches, etc
- » Whether they use their tablets, smartphones or smart watches in-store on their shopping journey to compare competitors' prices
- » What factors influence the decision of your customer to buy in-store or online
- » The effect of social media on customers' buying behaviour
- » The difference between the customers' shopping experience in-store and online when buying 18 categories of goods



The GfK FutureBuy project monitors 18 categories of goods and services

Mobile phones, smart phones * Small Domestic Appliances * Major Domestic Appliances * TV & Video * Audio * "Wearables" * Computer Technology and Electronics * Packaged Food and Beverages * Household Washing and Cleaning Products * Beauty and Personal Care * Shaving * Baby Care * Pet Food and Accessories * Toys * Clothing/ Footwear* OTC Pharmaceuticals and Food Supplements * Financial Services * Tyres

Availability and Cost of the Study

The price of the GfK FutureBuy project is 89 900 CZK without VAT. For this price, you will receive 2 separate reports (Trend Report + Results Overview Report) and access to the internet interface that allows you to work independently with data via graphic dashboards (Czech, European and global averages, data filtering by generation, etc.). The internet interface can be accessed by up to 5 of your colleagues for the duration of one year. All project materials are prepared for delivery and are available in English only.

FOR MORE INFORMATION PLEASE CONTACT US

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