



Slovak Republic

Which factors are important for Slovak consumers?

Here are some of the findings of the Shopping Monitor 2007/08, the latest study to be conducted by GfK Slovakia mapping the purchasing behaviour of the Slovak population.

Freshness and quality of goods

This is the most important criterion which Slovaks take into consideration when shopping for food, with as many as 85 percent of customers regarding this factor to be very important. The second most important criterion is price, with the residents of smaller municipalities being particularly price-sensitive.

GfK Slovakia undertook a survey to establish what Slovak consumers consider to be important when shopping for groceries. Buyers like to choose from a wide range of products, a factor which came third in the ranking of importance. As shoppers want to get a good bargain, they like to compare products and believe it is important that the products are clearly labelled with the price. This makes the comparison easier and so influences the final decision on which product to buy.

The cleanliness of the store and its environment is a factor taken into account by almost every consumer, coming fifth in the rankings of importance. Another factor appreciated by customers is fast shopping without pointless queuing. Overall speed of shopping is very important for 60 percent of the Slovak population.

Customers are sensitive to whether the staff are polite and willing to help. At the same time they also take notice of the atmosphere in the store to develop an overall impression of the shopping environment. These are predominantly shoppers who spend a major portion of their grocery expenditure in hypermarkets. The overall course of the shopping trip is influenced by the arrangement of the shelves and easy in-store orientation between the individual sections of goods. More than half of the consumers attach importance to the opening hours of the store and how quickly they are actually able to get to the store (accessibility of the store in a certain time).

The survey also covered factors which are of minor importance to consumers. Accessibility of the store by public transport, collection of loyalty points for shopping, or a loyalty scheme are regarded as relatively unimportant by roughly one in three shoppers. A quarter of shoppers are not interested in the services offered by the stores and are also not bothered about there being a high proportion of branded products on the store shelves.

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