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## Shopper Insight & Mystery Shopping

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### Dear Readers,

You will most probably agree that the whole business is recently giving much more attention to the first moment of truth: contact between the customer and product offering. The major improvement of customer experience is the key topic not only for classical »retail players« like retail trade, retail banking or automotive showrooms but also for corporate/B2B products and services and even for public/ governmental sphere.

This shift in business has its clear implications for marketing research: we observe strong growth of demand of our clients for knowledge on shopping behavior, on purchasing related decisions and on consumer experience. Logically, GfK has decided to pay special attention to this agenda and develop GfK Shopper Insights and GfK Mystery Shopping as so called Star Tools – client solutions with highest priority for our own research & development.

With this newsletter it is our pleasure to inform you about some of the news on Shopper Insights and Mystery Shopping from Central & Eastern Europe (CEE). As we all know this is one of the most dynamic regions in the world typical for fast changes also in retail and distribution. No wonder GfK in CEE has intensive experience in this area and even leads some of the GfK Global initiatives. We are more than happy to answer your potential questions and share with you more details on our offer. Please feel free to contact us.

We wish you an easy re-start after the vacation time!

Yours sincerely

- ▶ **Agnieszka Sora, MD GfK Polonia, GfK Shopper Insights Global Coordinator**  
▶ **Tomas Krasny, MD GfK Austria, GfK Mystery Shopping Global Coordinator**

You can find further information about the findings of our studies under [▶ www.gfk.at](http://www.gfk.at) or via the links from this site to the web sites of all the GfK companies in Central and Eastern Europe. [▶ e-mail us](#)

▶ GfK Austria	▶ GfK BH	▶ GfK Hungária	▶ GfK Praha	▶ GfK Skopje	▶ GfK Slovenija
▶ GfK CR Baltic	▶ GfK Bulgaria	▶ GfK Kazakhstan	▶ GfK Romania	▶ GfK Slovakia	▶ GfK Ukraine
▶ GfK Belgrade	▶ GfK Croatia	▶ GfK Polonia	▶ GfK RUS	▶ INCOMA (CZ)	



# Hungary

## New possibilities in perception research using mobile Eye-tracking

Eye tracking is a technique used in medical research, market research and several other areas. GfK Hungary uses a video based eye tracker where an infrared camera focuses on the right eye and records its movement as the viewer looks at a stimulus. Another – scene recording – camera fitted on a special spectacle frame records the scope of view of the subject.

[▶ read more \(pdf\)](#)

## CEE Region

### GfK Purchasing Power Europe 2007/2008 study reveals rising wealth in Central and Eastern Europe

The inhabitants of several regions of Central and Eastern Europe are wealthier than their western European neighbors. For instance, those residing in Budapest have more money available to spend than the residents of Freienbessingen in the German state of Thuringia. Residents of the capitals of the Baltic states also have more disposable income than those of Italy's poorest regions.

[▶ read more \(pdf\)](#)

## Czech Republic

### Mystery shopping – an example from the Czech automotive market

In the first half of 2008, sales of new cars in Europe went down by 2.2 % to 8.33 million. In the new EU Member States, sales rose over the half year by 4.1 % to 571,877 vehicles. In the Czech Republic, half-year sales increased by almost nine per cent to stand at 73,455 vehicles.

[▶ read more \(pdf\)](#)



## Poland

### Shoppers under scrutiny: new observation methods in the Polish research market and an example of their implementation

#### New observation methods: increasing popularity

Only a few years ago new observation methods, such as NPVO (Non-Participating Video Observation) or Eye-tracking, were regarded by most marketers as nothing more than an interesting curiosity. The clients of the research companies seemed to be unable to fully comprehend the possibilities presented by these modern research techniques and were reluctant to commission studies based on such techniques, probably as a result of their devotion to other more »traditional« methods.

[▶ read more \(pdf\)](#)

## People



### Mag. Roland Strilka

Mag. Roland Strilka came to work for GfK in 2007, and is Head of the Technology Research sector which includes Industrial research, Telecom and Energy research. A specialist in b2b research, he has wide experience in handling large international projects and has also been able to gather in-depth knowledge of the customer satisfaction sector. (Tel: +43 1 71710-370)

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# Romania

The Romanian consumer between values and constraints: Retrospective and outlook

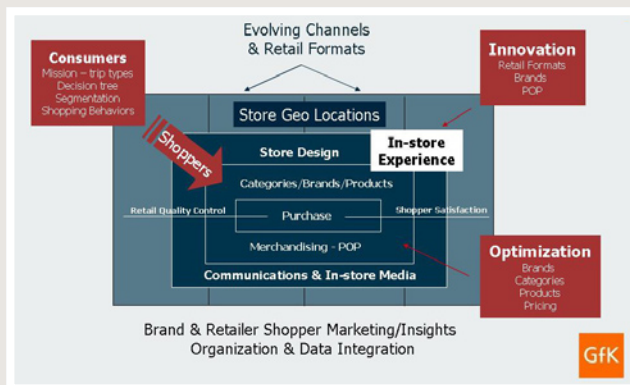
## Background and current status

- Looking back, it is possible to identify a number of major »milestones« that the Romanian market and its consumers have passed in their post-1989 history: 2006–2007 – boom in modern retail, in residential projects, double figure percentage rise in the sale of new cars, life insurance, introduction of mandatory private pension and of the system of voluntary pension;
- 2008 – the number of mobile telephone customers exceeds the total number of the Romanian population.

Romanian consumers have set off on their road to emancipation, learning what specialization means, learning to discriminate between products and brands and in the last 4–5 years have become more and more exigent with regard to the »price« of quality, more pragmatic, more interested in saving time and effort, more familiar with new technologies.

[▶ read more \(pdf\)](#)

## CEE Region



## Shopper Insights

GfK Shopper Research is an insight dedicated to improving store and brand performance at retail, based on understanding of the consumers shopping experience, shopping missions and the social and cultural drivers behind the purchase decision.

[▶ more information + contact \(pdf\)](#)

# Russia

Support of the launch and development of a new retail chain (clothes market)

Desk research and expert interviews have shown that the Russian clothes market is one of the most rapidly developing markets in Europe, increasing by 12–14 % every year. The low-price segment was found to cover about 50 % of the clothes market in Russia and 40 % of the Moscow market.

[▶ read more \(pdf\)](#)

## Flashing News

### New Era of Mystery Shopping in Central and Eastern Europe

GfK in Central and Eastern Europe launches Superior Mystery Shopping Administration and Reporting Technology (GfK SMART) – end-to-end software solution supporting the whole research process. The system is completely internet based and consists of

- Administrator Website – solution for project management, operations and administration of clients and projects [▶ details \(pdf\)](#)
- GfK Mystery Shopping Website – solution for online communication with shoppers [▶ details \(pdf\)](#)
- Reporting Site Wizard Website – solution for self-service online delivery web development supporting the efficient online sharing of program results with different user groups of clients
- Reporting Services Website – client online reporting platform

The system has been developed by the expert team of GfK Custom Research North America using the global best practice of our research network and our in-house software development knowledge. The main benefit of the system is that it enables to run even huge mystery shopping projects faster, with more efficiency and last but not least in superior quality. The gradual localization of the system into the languages and market conditions of CEE has just started. Stay tuned for more information on local client presentations.

For more information please contact [▶ Tomas Krasny](#)



# Serbia

## Insights on Serbian shoppers

The retail sector in Serbia is following the same developmental trends that have been observed over past years, becoming more concentrated. The market share of the top 10 accounts in Serbia is increasing continuously, reaching almost 30 % in 2007.

[▶ read more \(pdf\)](#)

## Austria

### The Battle on the Austrian Food Retail Market continues

The latest edition of the Austrian Food Retailing Monitor (GfK LEH-Monitor) has been published. GfK Shopper Insights Solutions helps marketers develop winning brand and retail strategies.

The battle in the Austrian food retail market continues. GfK Austria's retail team has been continuously monitoring customer satisfaction with respect to Austrian retail chains since 1992 in order to find out the main levers for building customer loyalty.

The Key Driver Analysis reveals the main strengths and weaknesses of the retailers and provides many insights on how to improve strengths and reduce weaknesses. The Austrian Food Retailing Monitor provides answers on the following topics:

- Have discount stores managed to improve their performance again after some quite successful years?
- Is Billa's high impact »common sense« campaign the key to improved customer loyalty?
- Overall, what are the main drivers for satisfaction and dissatisfaction in the Austrian food retail market?

For more information on the Austrian Food Retailing Monitor please contact: [▶ Gerhard Ortner-Pitzl](#), Key Account Manager GfK Austria. A short presentation in German about the Austrian Food Retailing Monitor is available from your GfK representative or as a free download file.

[▶ download presentation \(pdf\)](#)

### New:

GfK's unique way of tracking customer satisfaction and loyalty has also been introduced successfully abroad: The methodology has now been used by GfK Slovenia for Spar Slovenia d.o.o. for measuring customer satisfaction on the Slovenian food retailing market.





## Ukraine

### Kyiv residents go shopping to supermarkets and hypermarkets

The vast majority of Kyiv residents (70 %) prefer to do their shopping in supermarkets and hypermarkets. The Silpo chain of supermarkets enjoys the greatest popularity, with 26 % of people in Kiev considering them to be their main place for shopping.

Amongst the main reasons given by Kyiv residents for the choice of their main shopping venue are the proximity to home or work, the wide range of products and acceptable price levels.

[▶ read more \(pdf\)](#)



## Slovak Republic

### Which factors are important for Slovak consumers? 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.

[▶ read more \(pdf\)](#)

## Slovenia

### The majority of Slovenians possess retailers' loyalty cards

For some time now it has been possible to observe quite a battle for the consumers among Slovene retailers of everyday goods (FMCG). One of the weapons the retailers use in their campaign is the loyalty scheme, which has already »conquered« the Slovene consumers.

[▶ read more \(pdf\)](#)

## Comments

If you would like to make any comments about our Newsletter or if any other colleagues in your company are interested in our E-Mail News please let us know.

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**Impressum:**  
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