

Hungary

Quality/Freshness, Price and Selection have most influence on what shop people choose

Customers have certain expectations of the various retail channels from the outset, and they adjust their evaluation to these expectations. If the given chain does not meet these expectations, customer dissatisfaction is also higher – this is what the Shopping Monitor 2009/2010 study by GfK Hungária has found. The trio of quality/freshness, price and selection prove to be consistently the most important criteria influencing shop selection but, in addition, the type of shopping is also decisive in the selection process. The proportion of big shopping trips is on the decrease, but there are certainly still cases where people go shopping for fun.

In connection with attitudes to shopping, GfK Hungária regularly surveys how consciously customers behave when they choose the place to shop: whether they check the quality, origin and price of the products in the shop or follow promotions. The latest research on this topic, the Shopping Monitor 2009/2010, shows that customers have expectations of the different channel types from the outset and that they adjust their evaluation to these expectations.

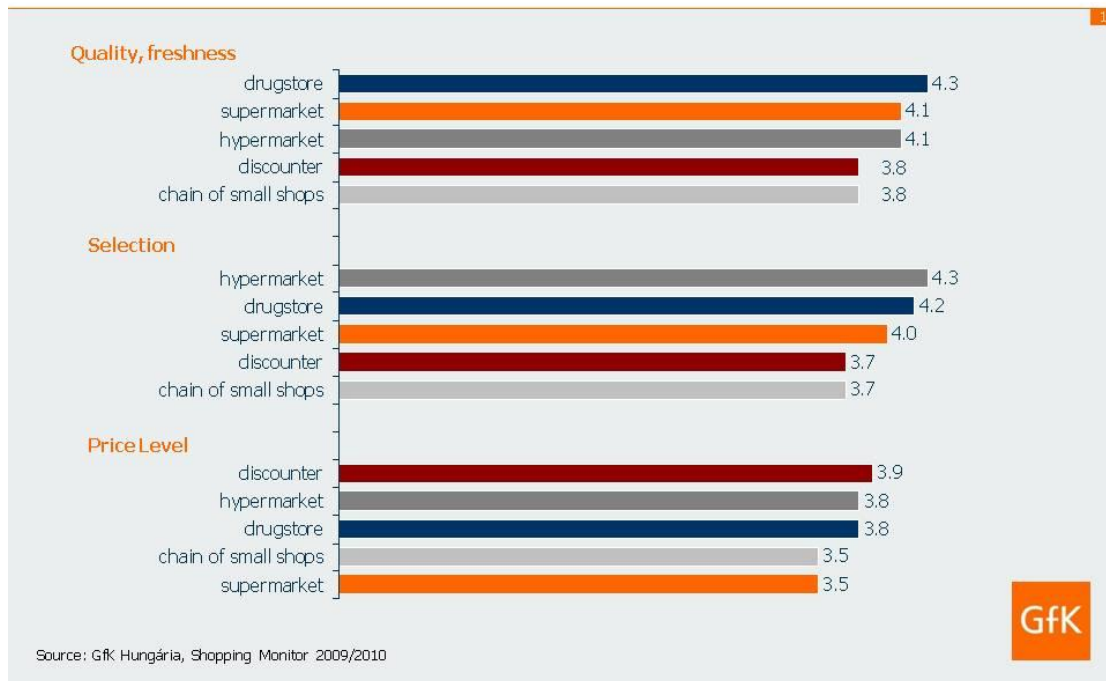
The results show that in the case of discounters they expect low prices and a wide selection in the case of hypermarkets, and if the given chain does not meet these requirements then customer dissatisfaction is greater.

The trio of **quality/freshness, price and selection** prove to be consistently the most important criteria when selecting a shop. However, the opinions about the different retail channels vary by criterion.

The opinions about the **quality** of products offered by drug stores and supermarkets are the best. It is not surprising that respondents find hypermarkets the best as regards **selection**, but at the same time the drug stores are placed second, not far behind the hypermarkets.

The general satisfaction with **price level** is always significantly below average for all the channels and chains, which shows that it is quite difficult to please customers in this respect despite the intense pricing competition. Customers believe that they typically receive attention in drug stores, small shops and supermarkets, i.e. in shops with a small selling area, so they have a good perception of the potentials of the various shops.

Customer satisfaction by channel (values on a scale of 1 to 5)



It is primarily specific supermarkets, drug stores and hypermarkets which could successfully enter the competition for the title "Shop for Discerning Customers," whilst discounters and small shops have poorer chances in this respect. This is certainly associated with the general image of quality: for example, attractive appearance.

"At the same time it is important to distinguish between the types of shopping, since this greatly influences shop selection as well. It is less and less typical that shopping is for the experience, the time spent per shopping trip is decreasing continuously. However, there are cases when people go shopping for fun. In such cases it is mostly shoes, clothes, perfumes or sweets that people pamper themselves with and they devote these times to relaxation, liking to spend their pastime pleasantly," said János Kui, Sector Manager of GfK Hungária Retail Sector.

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