

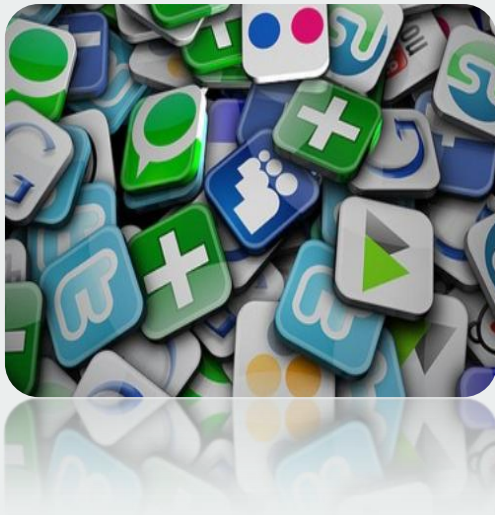
The GfK logo is positioned in the upper left corner of the slide. It consists of the letters 'GfK' in a white, sans-serif font, set against a square background of orange dots. The dots are arranged in a grid, with the density of the dots increasing towards the center of the square, creating a gradient effect. The rest of the slide background is a uniform grid of small, dark grey dots.

GfK

INTERNET AND THE BUYING DECISION

PUT THE „I” IN YOUR MARKETING!

Built as **a guide** for inserting the **internet** in your **marketing and communication strategy**, our new syndicated study answers a couple of major questions:



How to **boost your online or offline sales** with the help of the internet?

Which are the **sales opportunities offered by the internet** and **how can they be explored**?

Does **the consumer has power over your brand? How does he speaks about you** with the help of the internet?

How to communicate with best effects on the internet or include the internet in a marketing mix in order to reach your consumer?

What do you get (1): Find out how the Internet influences **the buying process**

The information is **personalized** for bought products/services from the following industries: **Financial, Technology, Telecom and Internet services, Tourism and free time, Auto (machine parts), Do It Yourself**

Details are provided at **product category level***

Information

Buying

Post-buying

- ❑ What is the **information strategy** a consumer follows when he wants to buy your product?
- ❑ How does **the internet complement other marketing channels** when the consumer is informing for buying your product?
- ❑ **What does the consumer search** on the internet when he wants to buy your product?
- ❑ What **online sources** does he use?
- ❑ Which are **the products** for which the consumers prefer to **buy online or offline?**
- ❑ **Why** do consumers buy online or offline?
- ❑ **How do they pay** for their online bought products?
- ❑ **Barriers** to paying online by **banking card**
- ❑ **The role of the internet as information source** for online/offline buying
- ❑ **What is** the post buying behavior of the consumer and how the **internet is used** (information, word of mouth etc.)
- ❑ What is the role of the internet in post-buying **word of mouth?**
- ❑ **Reasons** for **post buying information seeking**
- ❑ What is the role of the internet in **post buying information seeking?**



What do you get (2): Additional information: perception, general usage, free time activities, others

- ❑ How different **sources of information from the internet are perceived** when a consumer uses them to gather purchase information? (bloggers, social networks, search engines etc.) - which are **credible**, which provide **useful information** for the internet users, which may **influence the buying decision** or **the evaluation** of the product etc.
- ❑ **How is the internet perceived** in comparison with other information sources regarding the buying of products
- ❑ **Lifestyle** and **free time activities of the internet user**
- ❑ How do consumers **use the internet**

Analyses:

- ❑ **Socio-demographic analyses** with significant differences between different profiles for: sex, age, gender, market size, region, family net income in order to **better understand your target**
- ❑ **Industries comparisons** (for the industries included in the study)
- ❑ Detailed industry analyses at **product category level** for your industry*



Project details

Sampling: 700 interviews

Representative for the Romanian internet user

Method: Online interviews on askGfK Online Panel

Availability: 9th of February 2012

Price

2400 E full report

10% discount if ordered before 9th of February 2012

GfK Standard Reports Collection [1/2]:



Global Retail Report 2011

Recent years have seen us arrive at an intersection of two powerful forces that shape the global world of FMCG retailing. On one hand we continue to see the modernization of trade in emerging markets. At the same time retailers are trying to cope with the different ways in which consumers in developed markets are responding to the changing economic environment.

The Global Retailer Report is a useful reference document that will help you understand the challenges retailers are facing in 46 countries as well as how they have developed over the past years. It will also provide insights into the development of Private Label, Discounters and Trade Channels in general for select markets.

[30 000 EUR or 10 000 EUR per selected region, without VAT]

[\[http://portal.sliderocket.com/EUROPANEL/Global-Retailing/\]](http://portal.sliderocket.com/EUROPANEL/Global-Retailing/)



GfK Knowledge Kit, 2nd edition, 2011

Launched by GfK Romania in the mid of 2009, the 1st year of economic crisis that marked almost all business trajectories, GfK Knowledge Kit is standing for a necessary business guide revealing not only the market responses to lately history, but also the forthcoming challenges and opportunities. GfK Knowledge Kit reveals how consumers adapt to the current environment, which are the Romanians' touchpoints, main concerning and expectations, how was the household consumption influenced by product categories, what's behind an attractive promotion, what is shaping the shoppers behavior, but also how is the trade environment looking like.

[4.500 EUR, without VAT] [\[please click here for more information\]](#)



Romanian Retail Report

Stands for the most comprehensive source of information uncovering the Romanian retail in terms of market concentration, dynamics and private labels development. The report is portraying also the general economic context as main macroeconomic indicators for Romania are presented versus other European countries.

[2 200 EUR, without VAT]



Beyond the Trends

Reveals the retail environment dynamics aimed at understanding the level of competitiveness between outlet types, the landscape being shaped by shoppers' profile and private labels' performance on trade channel level.

[2 400 EUR, without VAT]

[\[please click here for more information on both reports\]](#)

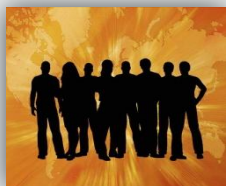
GfK Standard Reports Collection [2/2]:



GfK Shopping Monitor

Helps to understand different shopping behaviours depending on retailer, type of store or demographics along with what's driving the loyalty towards a store.

[1 900 EUR, without VAT] [\[please click here for more information\]](#)



Romanian Values and Lifestyles [GfK Roper Reports]

Brings forward the richest portrait of the Romanian consumer landscape providing a broad framework for understanding consumers, uncovering the key values and motivations that drives behavior. Helps you to identify the trends for new product development and strategic planning so you can take early action on emerging opportunities.

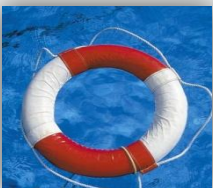
[4 500 EUR, without VAT] [\[please click here for more information\]](#)



Health, Wellness & Beauty [GfK Roper Reports]

Unveils how health, wellness and looks fit into Romanians' values system and lifestyle. Going beyond your category and following the needs rooted in people's lifestyle can help you think up relevant communication for your brand and new product ideas.

[4 300 EUR, without VAT] [\[please click here for more information\]](#)



Hedonistic Movement [GfK Roper Reports]

Reveals how hedonism fits into Romanians' values system and lifestyle. As even quite mundane product categories are being advertised on the basis of fun, enjoyment, leisure and hedonism, we propose a report that explores the meanings of indulgence and hedonistic lifestyles identifying the targets for whom fun is most relevant.

[4 300 EUR, without VAT] [\[please click here for more information\]](#)

Target GfK Roper Reports:

- What women want**
[2 600 EUR, without VAT]
- Lives of Educated People**
[2 600 EUR, without VAT]
- Connected Generation**
[2 600 EUR, without VAT]

Roper Reports based, they offer a broad view of the lives of investigated target(s). Having insight into your target's life can help you generate new product ideas and relevant communication for your brand.



[\[please click here for more information\]](#)

Get in touch:

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