

# Shopping Monitor Romania



## Main objectives

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- ❑ To identify trends in shopping behaviour and attitudes in the past two years;
- ❑ To investigate current shopping habits from modern & traditional retail;
- ❑ To understand differences between consumer segments depending on motivations for shopping;
- ❑ To identify consumers preferences and to understand how different factors influence the choice of a favourite shopping place;
- ❑ Private labels impact on shopping habits;
- ❑ To analyse the retail chains and their main formats, both from the awareness point of view and practical experience of shopping there;
- ❑ To evaluate individual chains from the point of view of their price level, their range of assortment, freshness and quality of products, quality of shopping environment and availability and willingness of staff.

### Study specifications:

Conducted in November 2009, among 800 persons aged 15+ years (responsible with grocery shopping), living in urban environment.