



GfK Elektro 2016

GfK Elektro is a syndicated study offering comprehensive analyses of the Czech households shopping behaviour when buying electro assortment. GfK Elektro study follows trends in shopping motivators development, in format and chain preferences, in chain awareness and their image evaluation.

Shopper

- » preferred brands
- » chains spontaneous awareness
- » internet shopping

Retail structure and chain performance

- » preferred chains
- » chain performance
- » loyalty to chains

Chains profiles

- » chains evaluation (price, range, staff)
- » reasons for chains selection
- » profile of chain's customers

Availability and price of the report

- » Price of the first copy (hard copy or CD) is CZK 89,900,- (excl. VAT).
- » Price of other language option (CZ or ENG) is CZK 4,000,- (excl. VAT).
- » The Czech version of the study is issued in April 2016, the English version
- » in May 2016. The study is available both in hard copy and on CD.

FOR MORE INFORMATION, PLEASE CONTACT

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