

Bulgaria

Purchasing behaviour in the DIY market

All members of the household are involved in the purchasing process for DIY goods. 50% of the interviewees state that in this sector they share the decision-making process equally with another member of the household. Men are more inclined to make joint decisions whilst women are more likely to make a decision on their own without consulting other members of the household.

A decline in the buying of furniture and DIY goods is being seen in 2011. The biggest drop, of more than 10%, has been found in the segments of lighting and other electrical products, textiles, small home appliances and bath sanitary products. People are still being influenced by the economic instability and are postponing purchases of DIY products to a more favourable time.

An increase in price sensitivity within this category can be observed. This could be explained by the unstable economic climate, on the one hand, and, on the other, by the development of the market and the intensifying competition between the main players and their desire to offer more attractive prices in the battle for customers. Compared to 2010, there has been a significant decline in the share of respondents who are willing to pay an above average price for products in this market.

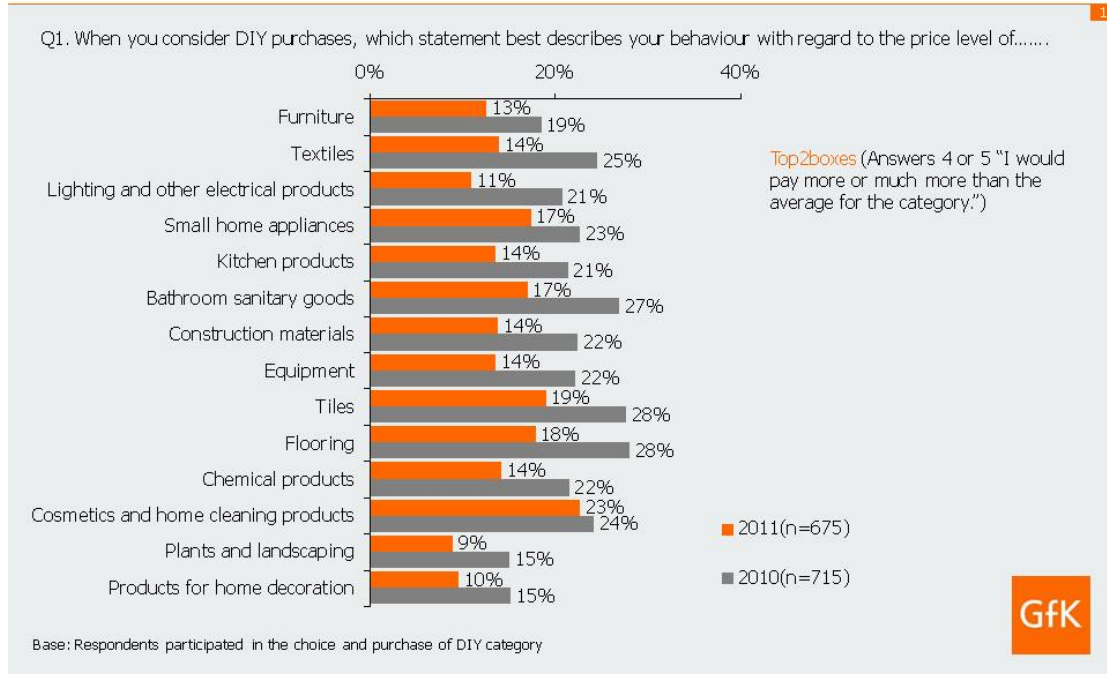
Despite this, respondents said that they are willing to pay prices which are above the average for flooring and bathroom sanitary products. This is because these goods are purchased and replaced less often and repairs are costly so that they represent a long-term investment, meaning respondents prefer to spend more for good quality which is likely to guarantee a better end result.

Men are more inclined to spend on lighting and other electrical products, bathroom sanitary goods and tiles whilst women spend more on kitchen products, plants and landscaping and items for home decoration.

The younger age groups of under 39-year olds are more likely to spend more on furniture compared to the members of the older age groups who are most likely to pay an above average price for categories such as flooring, bathroom sanitary items and kitchen products. The youngest age group, the under 29-year olds, tends to pay a higher price for small home appliances, tiling and bathroom sanitary goods.

The respondents aged between 30 and 39 years claim the highest purchase rate in the DIY category. Usually this ranges from once a year for the furniture, textiles and construction materials segments to twice a year for lighting and other electrical products, small home appliances, plants and landscaping and products for home decoration.

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