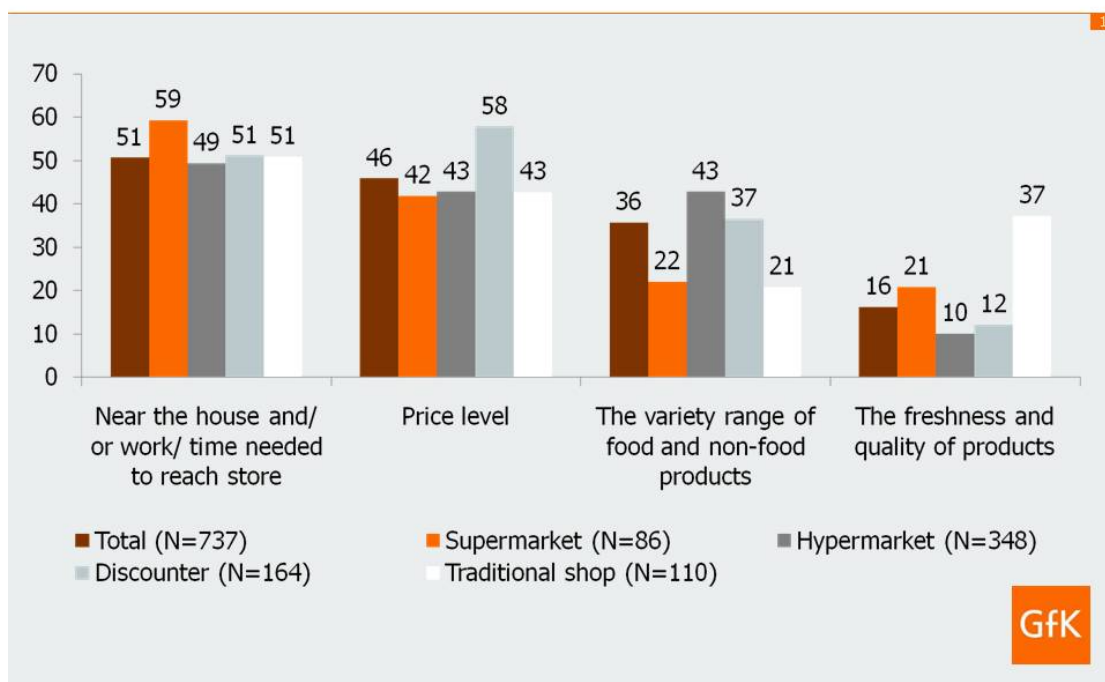


## The most important criteria for our orientation when shopping

- Hypermarkets are chosen for product variety
- Freshness and quality - Essential for shopping in traditional stores

### Importance of the criteria depending on the type of retail format preferred



For half of Romanians the most important criterion by which they choose the shop where they spend most money on fast moving foods and non-foods is its proximity to their home or place of work together with the time required to reach the shop. These factors have a stronger influence amongst people aged 45 to 55 years old or those with higher education, and are of especial importance for the people in the capital city.

The price level is also a fairly important reason for the choice of shop and is mentioned by approximately 46% of the Romanian respondents. It has a greater impact on women or people with incomes of less than 1,500 RON but is of lesser consideration for people in Bucharest.

The variety of food and non-food ranges is perceived to be an important criterion by the Romanians, who prefer hypermarket chains (43%) although this does not bring any changes to the final ranking (ranking 3rd).

The freshness and quality of products, although ranking 4th amongst the top reasons why consumers choose a shop (16% of total population), is of relatively low importance among young people aged between 25 and 35 and also for the people who live in Bucharest.

Other criteria of relative importance for buyers (less than 6%) include the habit of going to a particular store (especially amongst Romanians who do not go out to work), the existence of promotions (with a slightly larger impact among women), the pleasant staff and opportunity to make quick purchases (no queues at the checkout and speed of payment).

The data are part of the Shopping Monitor study conducted in November 2010 on a total of 737 respondents over the age of 15 years in urban areas who are responsible for buying foods and non-foods for the household. The sample is representative for the historical regions and degree of urbanization. The data collection method was telephone interviews.

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