

Appliances and Electronics Buying Habits Among Bucharest Inhabitants



Multi client study
2015



iSense Solutions
THE MODERN CONSUMER COMPANY



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You obtain trustful insights and interact only with Senior Consultants

We bring more value because you interact only with senior account managers & senior consultants.

You get deeper and more actionable insights

Our team of consultants consist of researchers, marketing, digital and sales experts. We work together to better understand the information and provide you with best insights from different perspectives.

You stay ahead of competition

We use the most efficient and modern research techniques. We focus on the latest trends and understand the way modern consumer thinks and acts.

Quality in everything

We are **ESOMAR** members and we respect high quality standards for marketing research.



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Objectives

- ✓ What appliances and electronics **will be bought in the next year?**
What price are the customers willing to pay for each product category (eg.: TV, smart phones, laptops, microwaves, refrigerator, cooker, washing machine etc)?
- ✓ What are the **criteria** for appliances and electronics buying?
- ✓ What type of store (hypermarket, specialized retailer or online retailer) and **what** particular **store is chosen for each product category and why?**
- ✓ Is your advertising seen by your target group?



Objectives

- ✓ Which are the **most relevant media to communicate with your customers?** (TV, Radio, newspapers, OOH, Internet?). On which channels from these media will you better reach your potential customers?
- ✓ How are your store performances in comparison with your competitors?
- ✓ How many loyal customers do you have? How willing are the consumers to recommend your stores?
- ✓ Why to sell **online**? Why to sell **offline**?

We will answer at all this questions on overall level but also for most important product categories



Methodology

- ✓ **Target:** People aged 16+, all urban, who bought at least one appliance or electronic product in past 12 months
- ✓ **Data collection method:** Online, based on ResearchRomania Online Panel.
- ✓ **Sample size:** 1200 interviews.
- ✓ **Length of interview:** 30 minutes.
- ✓ **Output:** Report in English with conclusions and recommendations.



Investment

	Price	Pre-enrolled clients
Standard Report	3500 EUR	2700 EUR
Full Personalized Report (includes analyses for: all categories, appliances, it, phones & tablets, photo/video cameras)	3900 EUR	3500 EUR
Partial report and/or analyses for specific categories (ex. only smartphones, only tablets etc.)	Starting with 1000 EUR	

*The price is without VAT, 50% is paid in advance, 50% after report delivery



Thank You for your time!



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