

# Appliances and Electronics Buying Habits Among Bucharest Inhabitants



Multi client study  
2015



**iSense Solutions**  
THE MODERN CONSUMER COMPANY



# iSense Solutions

THE MODERN CONSUMER COMPANY

## **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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