

Explicato – Croatia Shoppers Revealed

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Created by: GemSeek

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PROG: ALL QUESTIONS ARE MANDATORY UNLESS OTHERWISE SPECIFIED

SCREENER

Q1. Are you?

Single answer, ask all

- 1) Female
- 2) Male

Q2. How old are you?

Open ended number box, ask all

- 25-50

PROG: Terminate interview if respondent is younger than 25 (age 24 or less) or older than 50 (51 or older)

Q3. Do you currently live in the city of Zagreb?

Single answer, ask all

- 1) Yes
- 2) No

PROG: Terminate interview if respondent does not live in Zagreb (Q3=2)

Q4. How often do you shop food and grocery products in each of these stores?

Single answer grid (one answer per column), ask all

PROG: Across

1. Supermarket/ hypermarket
2. Small grocery store
3. Specialized store (ex. dairy products only, meat products only etc.)
4. Online

PRODG: Down

1. Daily
2. Once a couple of days
3. Once or twice a week
4. Once in 2 -4 weeks
5. Once in 1-3 months
6. Once in 3-6 months

7. Less often than 6 months
8. Never

PROG: Terminate interview if respondent does not shop at supermarkets Q4_1=8

SHOPPING BEHAVIOR

Q5. And how much do you spend on average for food and grocery shopping per month?

Open ended number box, add currency after number box – “HRK”, and set a minimum of 1 and a maximum of 31 000 (equals 4000 EUR)

Q6. Total spent [sum of previous question]. And what share of these expenditures goes

Open ended number box; program answers from Q4, where Q4<>8; if one store only mentioned at Q4, auto punch answer from Q5 and skip question; answers in %, all answers should sum up to max of 100%

- 1) To supermarkets/ hypermarkets: [PROG: insert number box]
- 2) To small grocery stores: [PROG: insert number box]
- 3) To specialized stores: [PROG: insert number box]
- 4) Online: [PROG: insert number box]

Q7. How often do you purchase each of these products?

Single grid, randomize answer options;

PROG: Down

1. Daily
2. Once a couple of days
3. Once or twice a week
4. Once in 2 -4 weeks
5. Once in 1-3 months
6. Once in 3-6 months
7. Less often than 6 months

PROG: Across

- 1) Consumer electronics and appliances
- 2) Housekeeping (Home furniture and accessories, incl. cooking ones, lighting)
- 3) Fresh food
- 4) Beverages
- 5) Cleaning
- 6) Cosmetics
- 7) Dry grocery
- 8) Textile
- 9) Hot corner
- 10) Other, please specify: [PROG: insert a text box]

Q8. Which of these factors are important to you when deciding from which store to shop from?

Multiple answers, randomize answer options

- 1) Convenience of store location







- 2) Diversity of goods sold in the store
- 3) Price of products
- 4) Brands available
- 5) Store working hours
- 6) Store spaciousness and organization
- 7) Additional services offered nearby store (e.g. kids playground, gas station, restaurant)
- 8) Benefits from loyalty program
- 9) Product promotions like “buy one – get one free”
- 10) Price discounts for selected items
- 11) Product quality
- 12) Products are fresh
- 13) Loyalty program
- 14) Cleanness of the shop
- 15) The shop offers own brand
- 16) Quick checkout service
- 17) Polite and informed personnel







Q9. Please order the factors based on their importance for you.

Ranking, show answers selected at previous question, drag and drop answers

Q10. Which of these supermarkets have you shopped at in the last month (30 days)?

Multiple answers, randomize answer options except for “Other, please specify”

1	Billa	
2	CBA	
3	Diona	
4	Gavrilović	
5	Kaufland	
6	Konzum	

7	Lidl	
8	Mercator	
9	METRO Cash & Carry	
10	Plodine	
11	SPAR	
12	Tommy	
13	Other, please specify: [insert a text box]	

PROG: Insert supermarket logo but also keep text below logo

Q11. And what is the share (in %) of your total food and grocery spending in the last month that you spent in each supermarket?

Total spent in supermarkets [insert sum from Q6].

Display the amount respondent entered for supermarkets at Q6. Open ended number box, answers in %s. All answers should sum up to max of 100%; Show answers from Q10 incl. if answer entered for "Other, please specify"

Q12. And what are the main reasons to shop at each of these supermarkets?

Multiple grid, order answer options as displayed at Q8, keep "Other, please specify" at bottom of list; if Q10=1 insert following question text "And what are the main reasons to shop at this supermarket?"; show all answer options

PROG: Across

- Insert supermarkets selected at Q10

PROG: Down

- 1) Convenience of store location
- 2) Diversity of goods sold in the store
- 3) Price of products
- 4) Brands available
- 5) Store working hours
- 6) Store spaciousness and organization
- 7) Additional services offered nearby store (e.g. kids playground, gas station, restaurant)
- 8) Benefits from loyalty card
- 9) Product promotions like "buy one – get one free"
- 10) Price discounts for selected items
- 11) Product quality

- 12) Products are fresh
- 13) Loyalty programme
- 14) Cleanness of the shop
- 15) The shop offers own brand
- 16) Quick checkout service
- 17) Polite and informed personnel
- 18) Other, please specify:

LOYALTY PROGRAM

Q13. You said you shopped in (PROG: pipe in supermarkets selected at Q10.) In the loyalty program of which of these are you a participant?

Multiple answers, insert answers selected at Q10

- Add answer option "None of these" at bottom of list

Q14. And in your opinion, what are the benefits of the loyalty program of these supermarkets?

Multiple grid, insert supermarkets respondent has a loyalty card for (Q13), randomize all answer options but "Other, please specify:" and "I think there are no benefits from this loyalty card"; skip question if

Q14="None of these"

- 1) Price discounts
- 2) Promotions (e.g. buy one-get one free)
- 3) Chance to participate in lotteries or other games
- 4) Receiving information about product promotions over e-mail
- 5) Special attitude/Feeling like a part of a special group
- 6) Helps me control my spending
- 7) Gives me the opportunity to buy products which are not sold elsewhere
- 8) Makes me feel more secure in my choice of products
- 9) Other, please specify: [PROG: Insert text box]
- 10) I think there are no benefits from this loyalty card

Q15: We will now show you several sets ideas for loyalty programs, each set with 4 of them. Out of these 4 programs please select the one you find the most attractive.

ask all

List of products TBC

Q16. Do you currently participate in the loyalty program (for example, you have a loyalty card) of...

Single answer grid, ask all

PROG: Across

1. Yes
2. No

PROG: Down

- 1) Gas stations
- 2) Malls/ shopping centers
- 3) Mobile operators

- 4) Fashion stores
- 5) Consumer electronics stores
- 6) Do It Yourself stores
- 7) Other, please specify: *[insert text box]*

Q17. And of which gas station are they?

Multiple answers, ask if Q16_1=1 (respondent has a loyalty program from gas stations), randomize all answer options except "Other, please specify"

1. OMV
2. Shell
3. Lukoil
4. Petrol group
5. Other, please specify: [PROG: Insert text box]

Q18. At which of these stations have you shopped/refueled in the last month?

Multiple answers; ask all, randomize all answer options except "Other, please specify" and "None"

1. OMV
2. Shell
3. Lukoil
4. Petrol group
5. Other, please specify: [PROG: Insert text box]
6. None

Q19. And at which of these clothes and accessories stores have you shopped in the last 3 months?

Multiple answers; ask all, randomize answer options except for "Other, please specify" and "None"

1. Benetton
2. Bershka/Stradivarius/Pull & Bear/Massimo Dutti/ZARA
3. DM
4. Douglas
5. H&M
6. Intersport
7. Kenvelo
8. Lacoste
9. Lotto
10. Mango
11. Marc O'Polo
12. New Yorker
13. Peek & Cloppenburg
14. Reserved /House/Cropp/Mohito
15. s.OLIVER
16. Tally Weijl
17. Tom TAILOR
18. Tommy Hilfiger
19. Terranova

20. Guess

21. Other, please specify: [PROG: Insert text box]

22. None

ONLINE & SOCIAL

Q20. How often you do each of the activities below?

Single answer grid; ask all; randomize answers

PROG: Across

1. Never
2. Very rarely
3. Rarely
4. Often
5. Very often

	Q20. I currently do that
Shop for food and grocery online	1 2 3 4 5
Visit retailer websites to find promotions and discounts	1 2 3 4 5
Pay by a credit or debit card instead of cash	1 2 3 4 5
Visit retailers' Facebook pages	1 2 3 4 5
Post on retailers' Facebook pages	1 2 3 4 5
Receive e-mails with information on product promotions from retailers	1 2 3 4 5
Use specialized apps for finding the "best deals"	1 2 3 4 5

Q21. And how likely are you to do each activity in the future?

Single answer grid; ask all; show answer options as in Q20

PROG: Across

1. Very unlikely
2. Unlikely
3. Neither likely, nor unlikely
4. Likely
5. Very likely

	Q21. In the future
Shop for food and grocery online	1 2 3 4 5
Visit retailer websites to find promotions and discounts	1 2 3 4 5
Pay by a credit or debit card instead of cash	1 2 3 4 5
Visit retailers' Facebook pages	1 2 3 4 5
Post on retailers' Facebook pages	1 2 3 4 5
Receive e-mails with information on product promotions from retailers	1 2 3 4 5
Use specialized apps for finding the "best deals"	1 2 3 4 5

PROFILING

Q22. How often do you visit social network sites?

Single answer, ask all

- 1) More than 10 times a day
- 2) 5-9 times a day
- 3) 1-4 times a day
- 4) Once a week
- 5) Once in two weeks
- 6) Once a month
- 7) Less often

Q23. And how often do you post about items you have purchased on social network sites?

Single answer, ask all

- 1) More than 10 times a day
- 2) 5-9 times a day
- 3) 1-4 times a day
- 4) Once a week
- 5) Once in two weeks
- 6) Once a month
- 7) Less often

Q24. How do you prefer to be informed about promotions in super/hypermarkets?

Single answer, ask all, randomize all answer options except "Other , please specify" and "Prefer not to be informed"

- 1) Leaflets
- 2) Outdoor
- 3) TV ads
- 4) Radio
- 5) E-mail
- 6) Social networks
- 7) Mobile applications
- 8) Other, please specify: *[PROG: Insert text box]*
- 9) Prefer not to be informed

Q25. What is the size of your household (including yourself)?

Single answer, ask all

- 1) One
- 2) Two
- 3) Three
- 4) Four
- 5) Five
- 6) More than five

Q26. Who else lives in your household?

Multiple answers; ask if Q25<>1; show on the same screen; if Q25=2 allow 1 answers, if Q25=3 allow up to 2 answers, if Q25=4 allow up to 3 answers, if Q25=5 allow up to 4 answers, if Q25=6 allow all answers; always allow "Other". Insert the following error message if conditions above do not apply: "You mentioned your household is of [pipe in answer from Q25] members. Please revise your answer"

- 1) Your husband/wife/partner
- 2) Children aged 18 or more
- 3) Children aged 12 to 17
- 4) Children aged 6 to 11
- 5) Children aged less than 6
- 6) Your parents
- Other *[exclusive]*

Q28. What is your household's monthly combined income?

Single answer; ask all

- 1) Less than 5 000 HRK
- 2) 5 000 – 10 000 HRK
- 3) 10 001 – 15 000 HRK
- 4) 15 001 – 20 000 HRK
- 5) 20 001 – 25 000 HRK
- 6) 25 001 – 30 000 HRK
- 7) More than 30 000 HRK
- 8) I prefer not to say