

GfK CZECH CONSUMER VALUES



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- » **GfK CZECH CONSUMER VALUES** study offers insight into values, attitudes and life style of Czech consumers. It will help you and your colleagues to understand uniqueness of the Czech consumer in comparison with the Global one.
- » Study is a rich source of information for your top management presentations and strategies.
- » Another example of the use of this study is successful localization of your company global advertising and marketing activities by understanding specific values of Czech consumers.
- » This study can become a practical tool on how to explain to your foreign colleagues the key differences in behaviour of the Czech consumer compared to the Global customer. It can support your hypothesis about why the activities of your company on the Czech market are developing differently in comparison with the markets of your foreign colleagues.
- » Results of this study can also be of a benefit to Czech companies planning to enter foreign markets; the study will provide them with insight into what may be substantially different attitudes and values of foreign consumers in comparison with Czech ones.

GfK CZECH CONSUMER VALUES study offers comparison of the Czech consumer with the Global consumer:

- » **What are the main life values of Czech consumers**
(health, education, entertainment, work, thrift, traditional gender roles, social responsibility, environmentalism, material security, faith, friendship, learning, ambition, creativity, politics, traveling, etc.)
- » **How do Czechs approach life in general**
(work-life balance, home, spiritual life, stress, sleep, relaxation, healthy nutrition, etc.)
- » **What are the main concerns of Czechs**
(crime, inflation, high prices, unemployment, quality of education, healthcare costs, retirement pensions, corruption, etc.)
- » **What are the typical activities of Czech consumers**
(TV watching, radio listening, cooking, commuting, meeting the friends, personal grooming, reading, computer games playing, shopping, gardening and home improvements, etc.)
- » **What does "home" means for Czechs, what are its main functions**
(private retreat, family haven, entertainment centre, hobby centre, office/workshop, just for sleep, secure place, etc.)
- » **What are the main causes of stress in the life of Czech consumers**
(money, work, children, life partner, parents, health, sleep deprivation, etc.)
- » **What is the attitude of Czechs towards shopping in general**
(loyalty to brand, innovations, luxuries goods, etc.)
- » **What is the relationship of Czechs with modern technologies e.g. smartphones and tablets**
(importance of being reachable "wherever", online personality management, "simple to use" factor, monitoring and controlling of appliances at home, etc.)
- » **What does checks expects from their vehicles**
(environmental aspects, fuel efficiency, protection from health threats, proactive alerts, hi-tech technology, luxurious vehicles, ownership and usage of various vehicle types, etc.)

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