



SURVEY ON CONSUMER SATISFACTION WITH THE RETAIL DISTRIBUTION OF GOODS

COUNTRY REPORT

BULGARIA

BY
IPSOS BELGIUM

for

THE EUROPEAN COMMISSION
Health & Consumer Protection
Directorate - General

June 2009

Table of Contents

Table of Contents	2
Table of graphs	4
Chapter 1 - Introduction	5
1. Preliminary note	5
2. Distribution channels used	6
2.1. Fresh fruit and vegetables.....	6
2.2. Non-alcoholic beverages	7
2.3. Meat	8
2.4. Information and communication equipment	9
2.5. Other household electrical Equipment	10
2.6. Entertainment and leisure goods.....	11
2.7. New motor vehicles.....	12
2.8. Clothing and footwear	13
Chapter 2 – Overall satisfaction	14
1. Overall satisfaction with the retailer	14
2. Value for money of products	15
3. Quality of services	16
4. Respect of consumer protection rules	17
5. Satisfaction with market	18
Chapter 3 – Detailed results	19
1. Quality and price of products.....	19
1.1. Safety.....	19
1.2. Environment-friendly products.....	20
1.3. Innovation.....	21
1.4. Ethical standards	22
1.5. Reliability	23
1.6. Product labeling	24
1.7. Enough choice of prices	25
1.8. Price comparability	26
1.9. Enough choice of qualities.....	27
1.10. Quality comparability	28
1.11. Secure payments.....	29
1.12. Affordability	30
1.13. Transparency	31
2. Quality of services	32
2.1. Opening hours	32
2.2. Ease of purchase	33
2.3. Staff	34
2.4. Delivery fulfilment	35
2.5. Repairers/mechanics	36
3. Trust	37
3.1. Advertising	37
3.2. Protection of privacy	38
3.4. Defective goods.....	39
3.5. Aggressive practices	40
3.6. Clear contract terms	41
3.7. Fair contract terms	42
3.8. Trustworthy staff	43

4.	Negative experiences	44
4.1.	Number of problems	44
4.2.	Types of problems	45
4.3.	Handling of complaints	47
5.	Market factors and commitment	48
5.1.	Competition	48
5.2.	Price comparability	49
5.3.	Cross-border price comparability	50
5.4.	Cross-border quality comparability	51
5.5.	Quality comparability	52
5.6.	Cross-Border purchasing	53
5.7.	Choice	54
5.8.	Trust	55
5.9.	Price comparison on the internet	56
5.10.	Commitment	57

Table of graphs

Figure 1 – Distribution channels mostly used – Fresh fruit and vegetables	6
Figure 2 – Distribution channels mostly used – Non-alcoholic beverages	7
Figure 3 – Distribution channels mostly used – Meat	8
Figure 4 – Distribution channels mostly used – Information and communication equipment	9
Figure 5 – Distribution channels mostly used – Other household electrical appliances.....	10
Figure 6 – Distribution channels mostly used – Entertainment and leisure goods	11
Figure 7 – Distribution channels mostly used – New motor vehicles	12
Figure 8 – Distribution channels mostly used – Clothing and footwear	13
Figure 9 - Overall satisfaction with retailer	14
Figure 10 - Overall price and quality	15
Figure 11 – Overall quality service	16
Figure 12 – Overall trust	17
Figure 13 – Overall satisfaction with market.....	18
Figure 14 – Quality and price of products: safety	19
Figure 15 – Quality and price of products: environment-friendly products	20
Figure 16 – Quality and price of products: innovation	21
Figure 17 – Quality and price of products: ethical standards	22
Figure 18 – Quality and price of products: reliability.....	23
Figure 19 – Quality and price of products: product labeling	24
Figure 20 – Quality and price of products: enough choice of prices	25
Figure 21 – Quality and price of products: price comparability	26
Figure 22 – Quality and price of products: enough choice of qualities.....	27
Figure 23 – Quality and price of products: quality comparability.....	28
Figure 24 – Quality and price of products: secure payments	29
Figure 25 – Quality and price of products: affordability.....	30
Figure 26 – Quality and price of products: transparency.....	31
Figure 27 – Quality of service: opening hours	32
Figure 28 – Quality of service: ease of purchase.....	33
Figure 29 – Quality of service: staff.....	34
Figure 30 – Quality of service: delivery fulfilment	35
Figure 31 – Quality of service: repairers/mechanics	36
Figure 32 – Trust: advertising.....	37
Figure 33 – Trust: protection of privacy	38
Figure 34 – Trust: defective goods.....	39
Figure 35 – Trust: aggressive practices	40
Figure 36 – Trust: clear contract terms	41
Figure 37 – Trust: fair contract terms.....	42
Figure 38 – Trust: trustworthy staff.....	43
Figure 39 – % of people who have had a problem.....	44
Figure 40 – Types of problems experienced: quality of product	45
Figure 41 – Types of problems experienced: quality of service.....	45
Figure 42 – Types of problems experienced: prices	46
Figure 43 – Complaints.....	47
Figure 44 – Satisfaction with the market characteristics: competition.....	48
Figure 45 – Satisfaction with the market characteristics: price comparability	49
Figure 46 – Satisfaction with the market characteristics: cross-border price comparability	50
Figure 47 – Satisfaction with the market characteristics: cross-border quality comparability.....	51
Figure 48 – Satisfaction with the market characteristics: quality comparability	52
Figure 49 – Satisfaction with the market characteristics: cross-border purchasing	53
Figure 50 – Satisfaction with the market characteristics: choice	54
Figure 51 – Satisfaction with the market characteristics: trust	55
Figure 52 – Use of internet to compare prices	56
Figure 53 – Commitment to retailers	57
Figure 54 – Would buy through phone or mail order	58
Figure 55 – Would buy over the Internet.....	59
Figure 56 – Would buy in another EU-country	60
Figure 57 – No convenient alternative to retailer	61

Chapter 1 - Introduction

1. Preliminary note

The objective of this report is to present the main findings of the survey for **Bulgaria**. It details consumers' satisfaction with various aspects of each of the 8 product markets i.e. fresh fruit and vegetables, non-alcoholic beverages, meat, information and communication equipment, other household electrical equipment, entertainment and leisure goods, new motor vehicles and clothing and footwear.

For each question asked in the questionnaire, a chart presents the national results compared to EU average and for each of the product markets.

The main indicator used in the analysis (which is widely admitted amongst the research experts' community) is the percentage of satisfied and dissatisfied consumers, based on the scores given on a scale from 1 to 10. "Satisfied" are those who gave a satisfaction score of 8 to 10; "dissatisfied" are those who gave a score of 1 to 4. For the clarity of the analysis, we do not show the neutral consumers on the charts or those who could not give an answer to the question ("don't know"). This is why the figures shown in most of the charts do not add up to 100%.

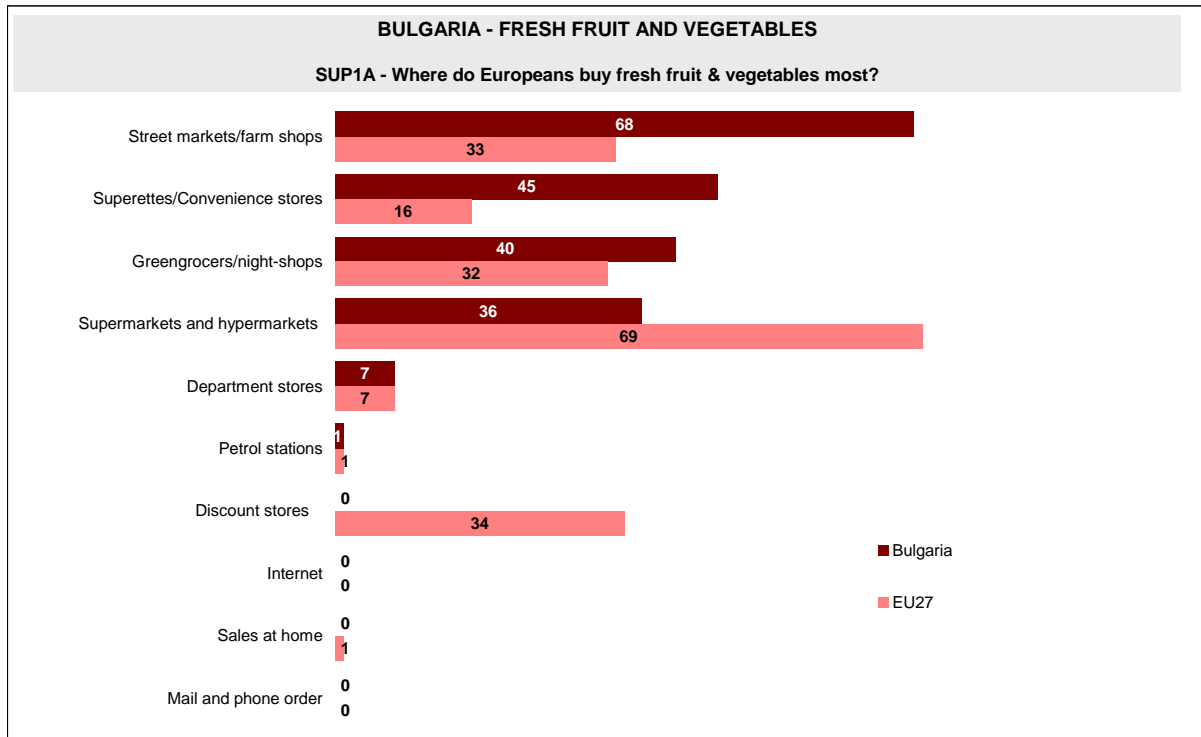
For more information, the reader will find the overall report and full results of the survey as well as a methodological note on DG SANCO web site:

http://ec.europa.eu/consumers/strategy/cons_satisfaction_en.htm

2. Distribution channels used

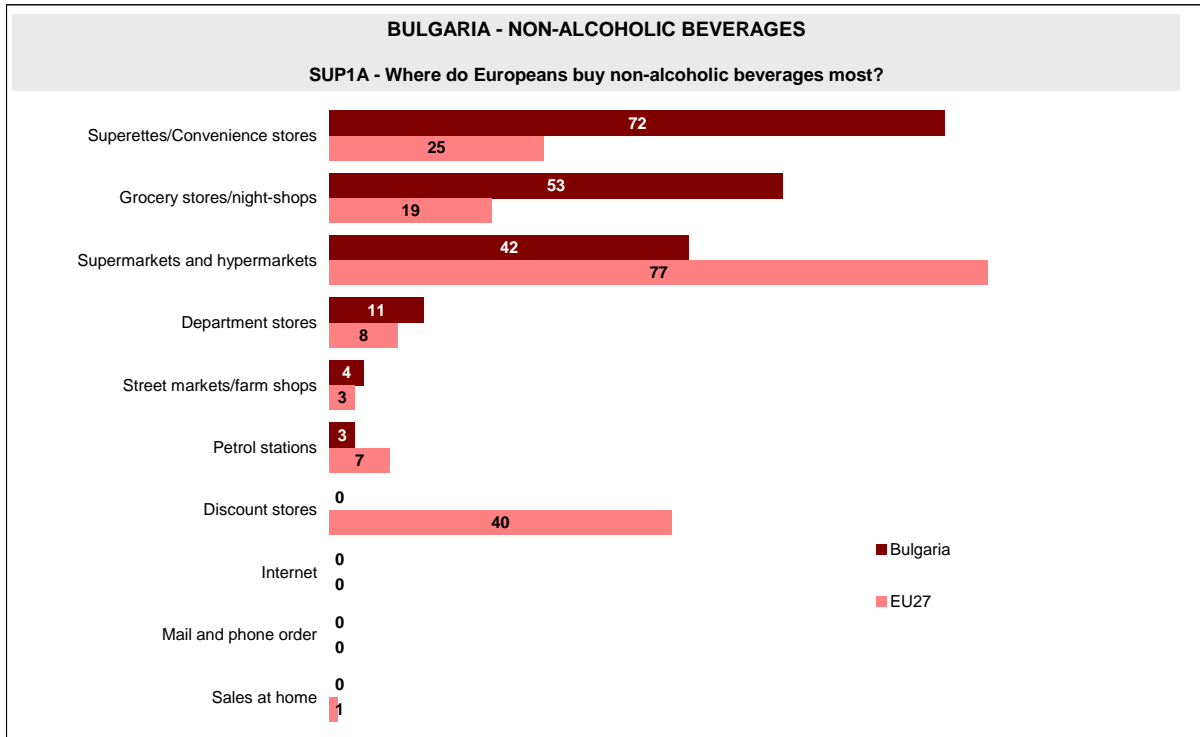
2.1. FRESH FRUIT AND VEGETABLES

Figure 1 – Distribution channels mostly used – Fresh fruit and vegetables



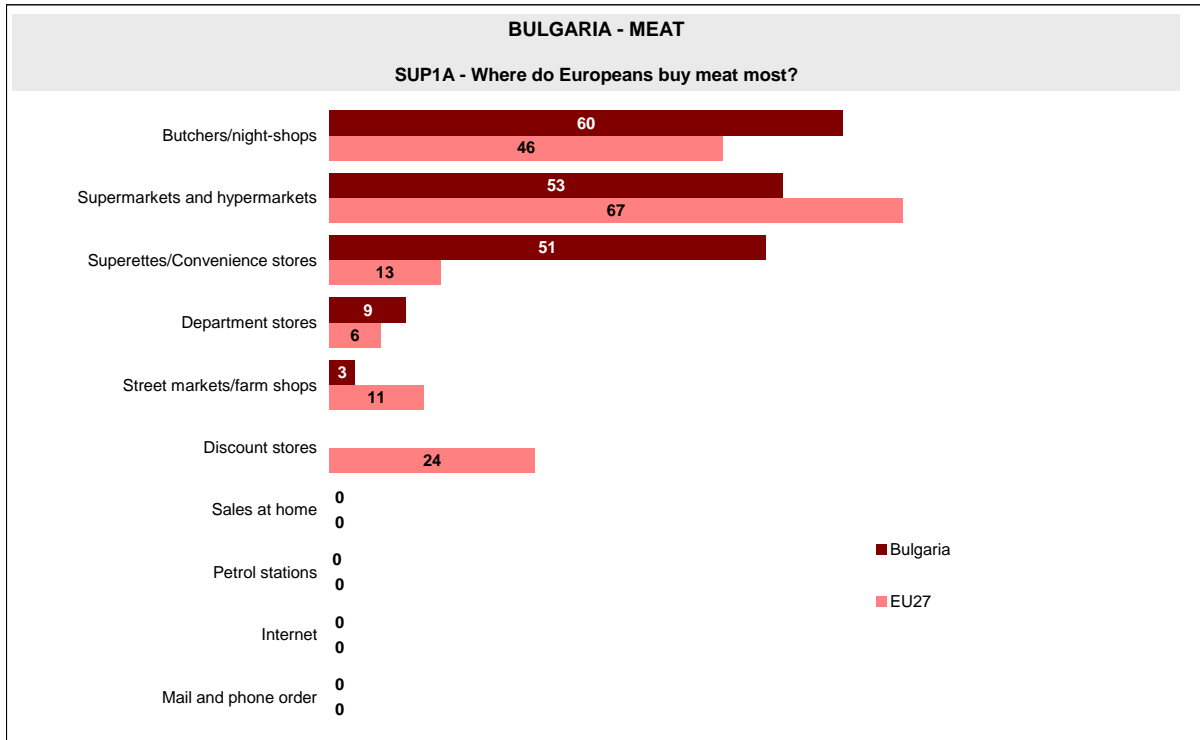
2.2. NON-ALCOHOLIC BEVERAGES

Figure 2 – Distribution channels mostly used – Non-alcoholic beverages



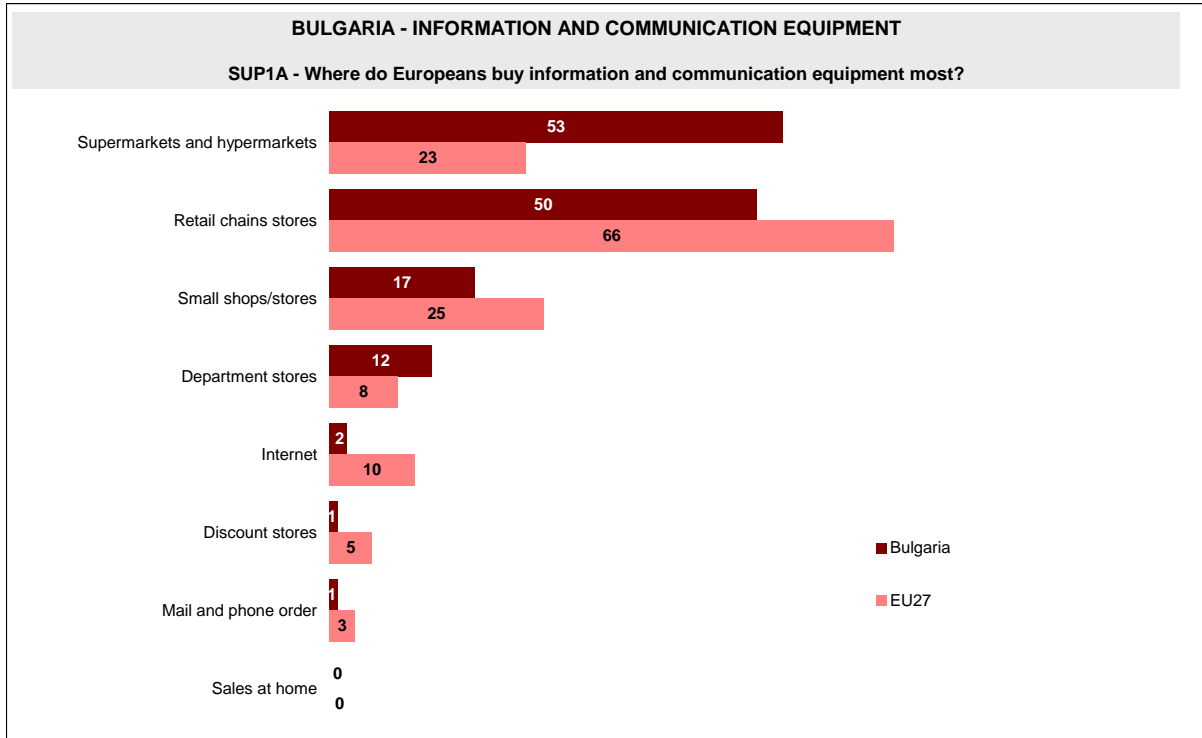
2.3. MEAT

Figure 3 – Distribution channels mostly used – Meat



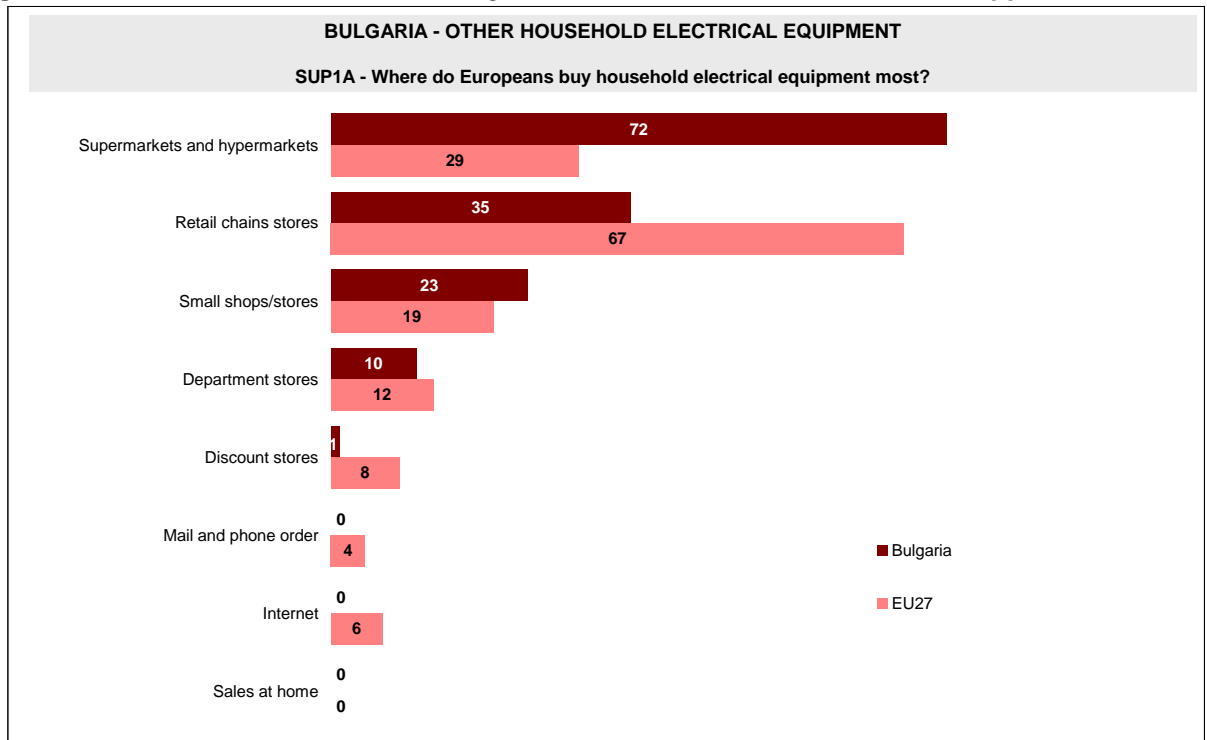
2.4. INFORMATION AND COMMUNICATION EQUIPMENT

Figure 4 – Distribution channels mostly used – Information and communication equipment



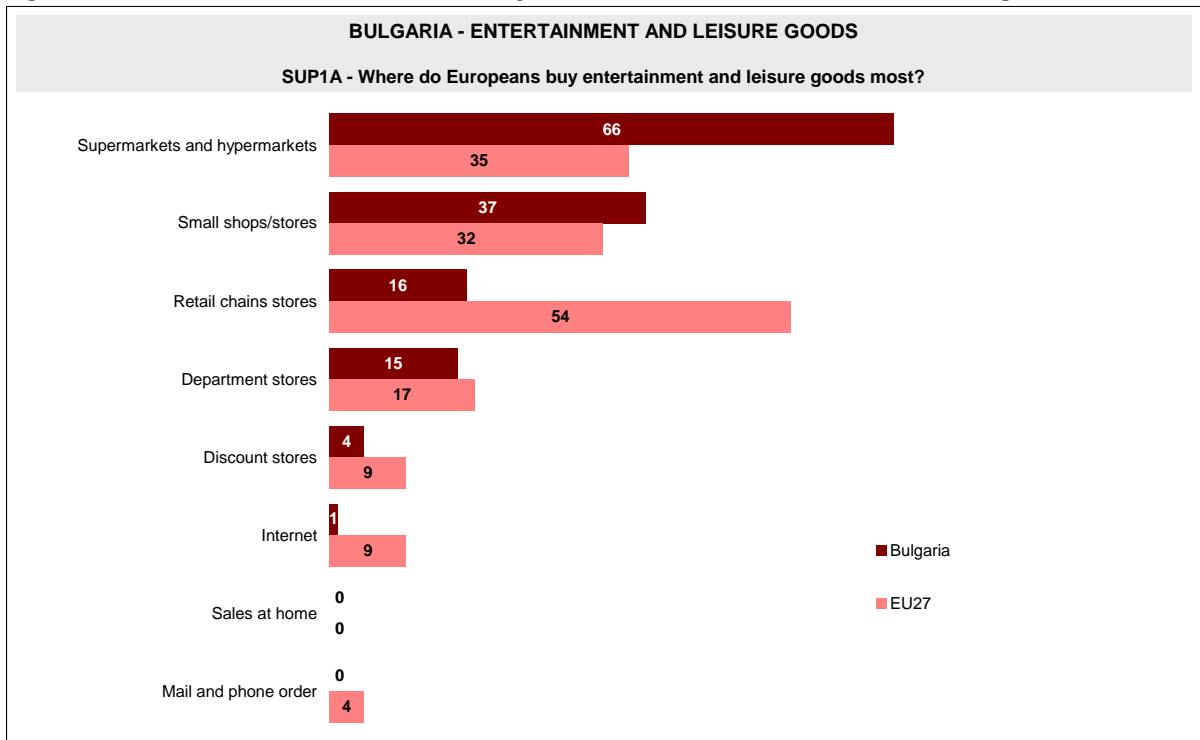
2.5. OTHER HOUSEHOLD ELECTRICAL EQUIPMENT

Figure 5 – Distribution channels mostly used – Other household electrical appliances



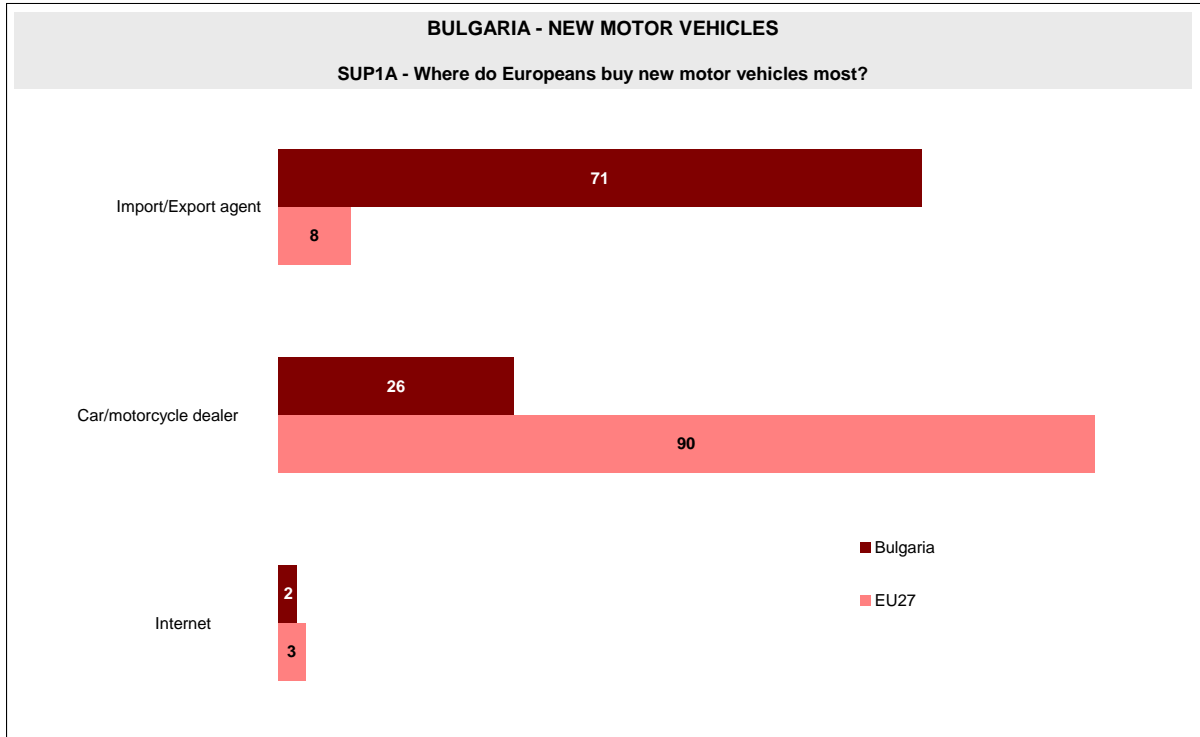
2.6. ENTERTAINMENT AND LEISURE GOODS

Figure 6 – Distribution channels mostly used – Entertainment and leisure goods



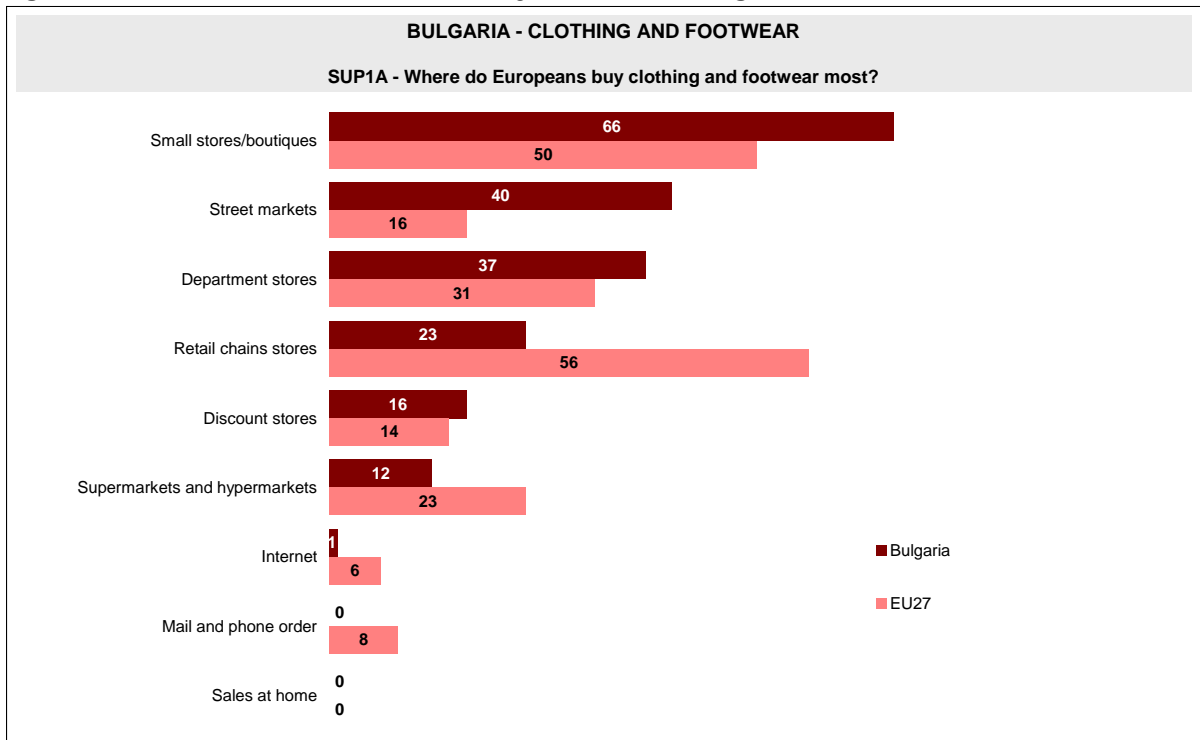
2.7. NEW MOTOR VEHICLES

Figure 7 – Distribution channels mostly used – New motor vehicles



2.8. CLOTHING AND FOOTWEAR

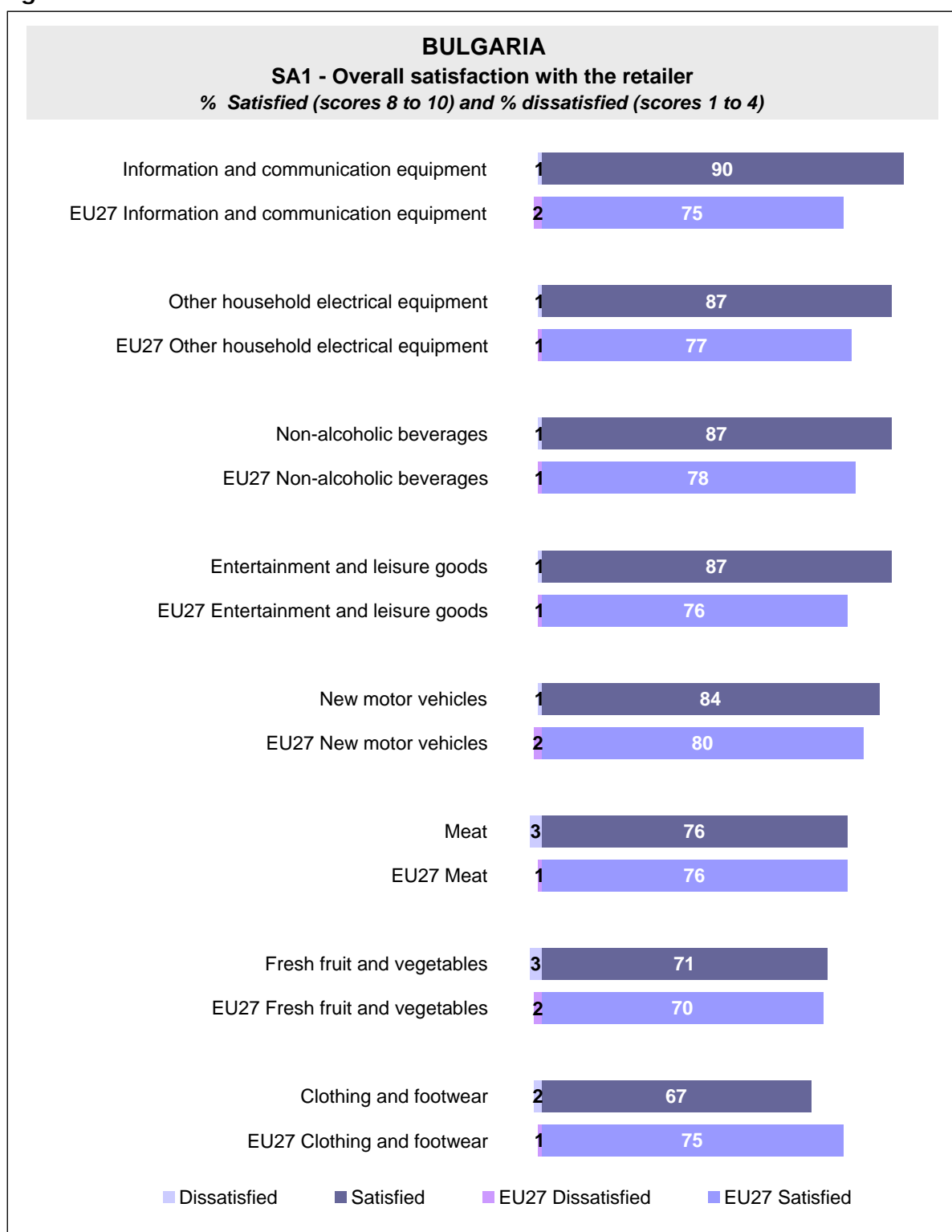
Figure 8 – Distribution channels mostly used – Clothing and footwear



Chapter 2 – Overall satisfaction

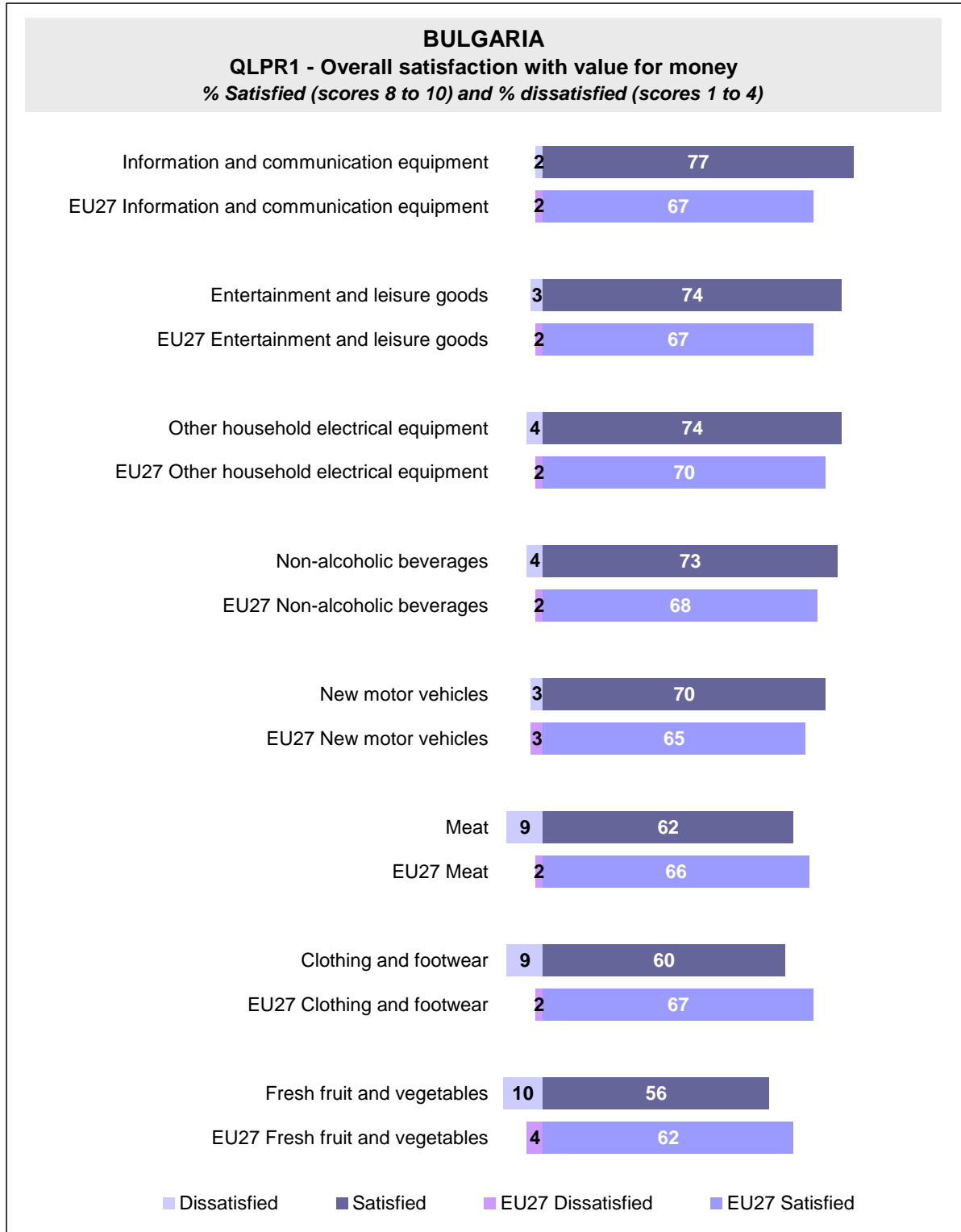
1. Overall satisfaction with the retailer

Figure 9 - Overall satisfaction with retailer



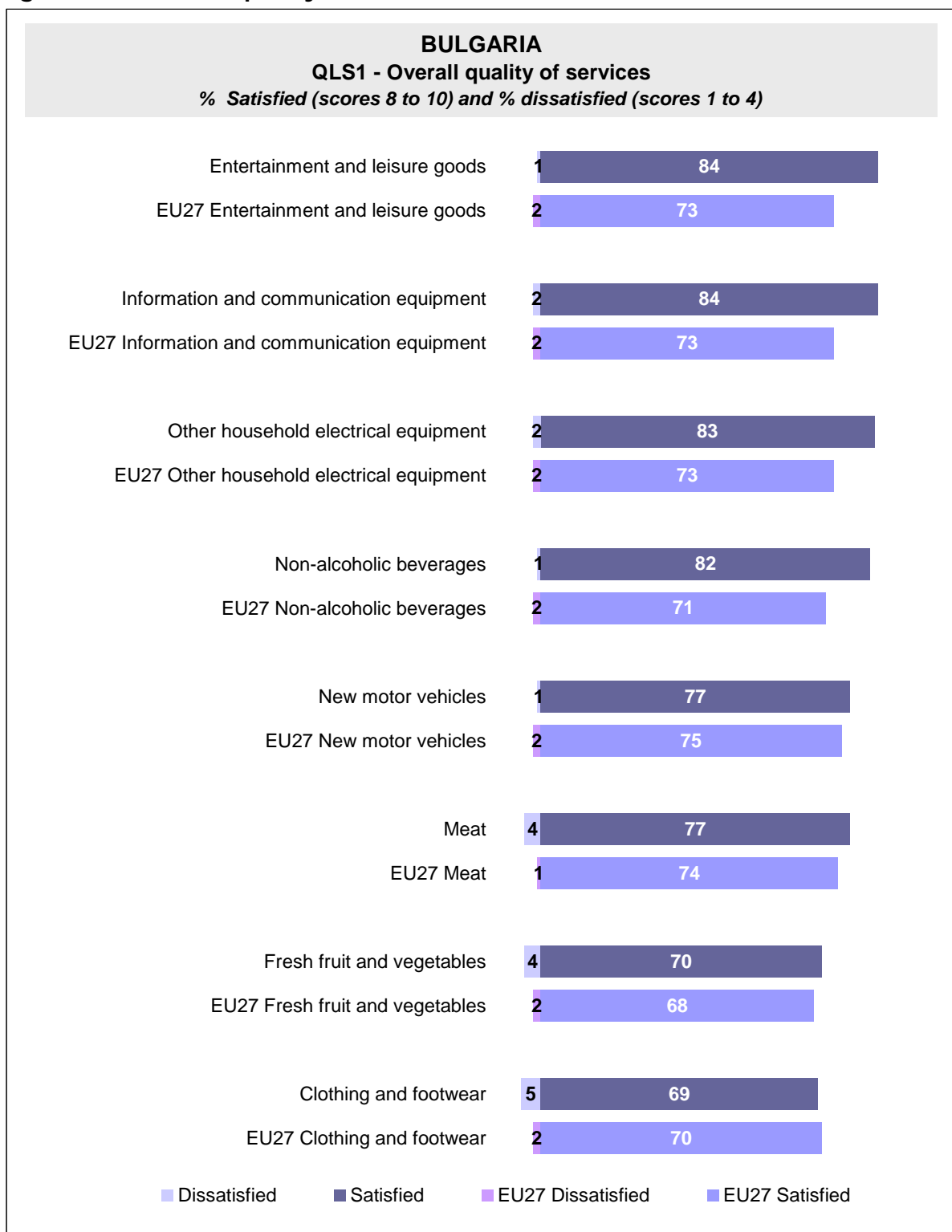
2. Value for money of products

Figure 10 - Overall price and quality



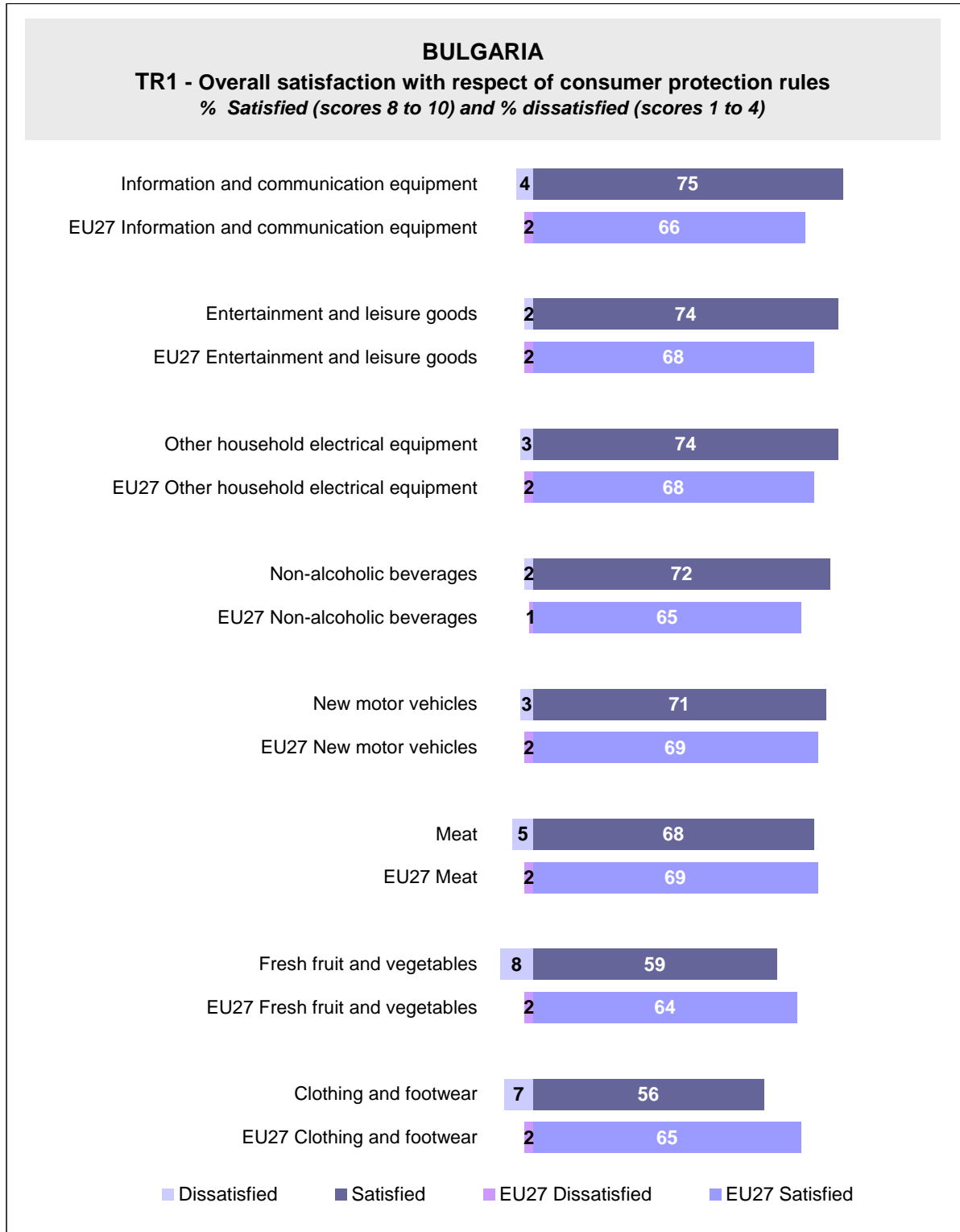
3. Quality of services

Figure 11 – Overall quality service



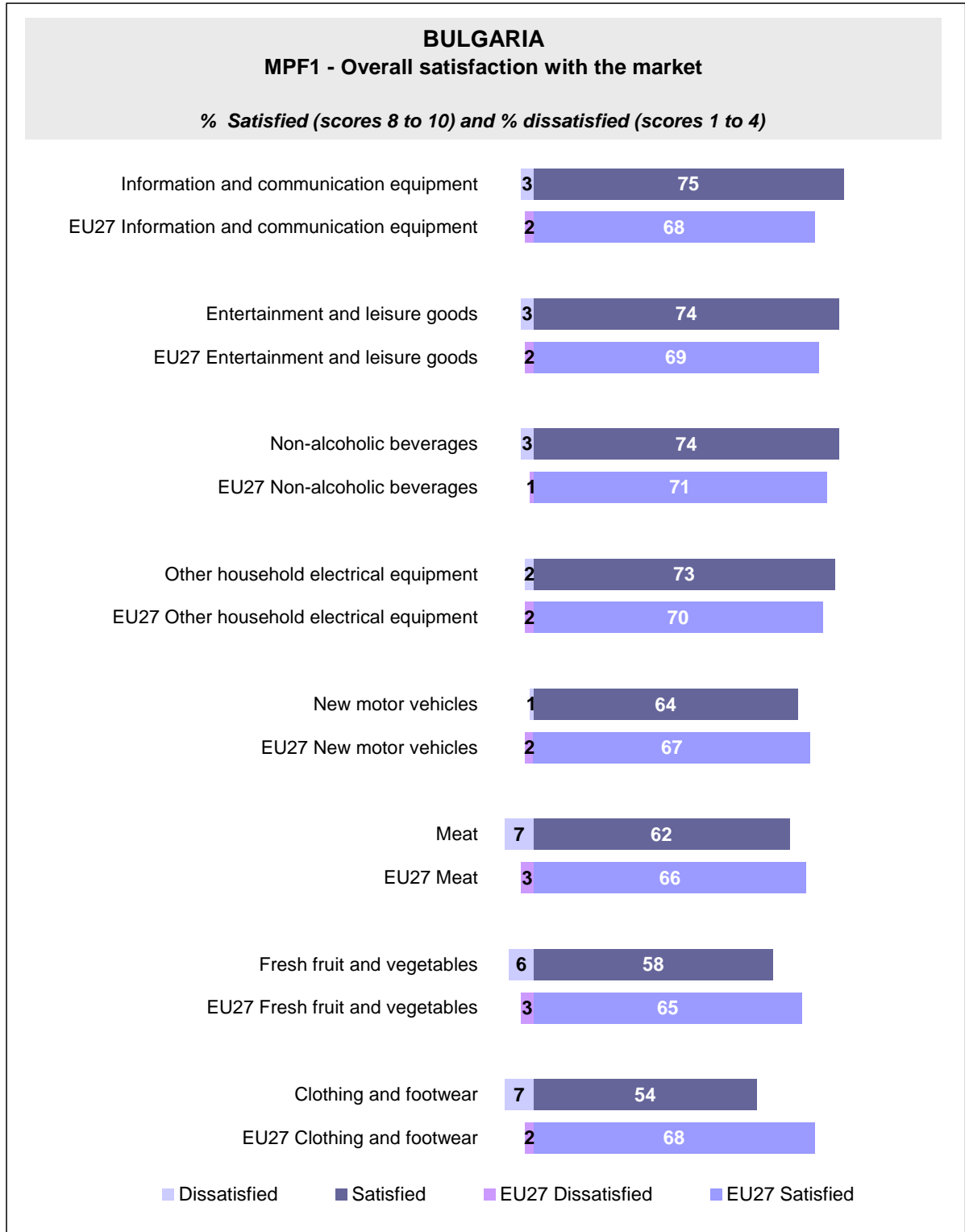
4. Respect of consumer protection rules

Figure 12 – Overall trust



5. Satisfaction with market

Figure 13 – Overall satisfaction with market

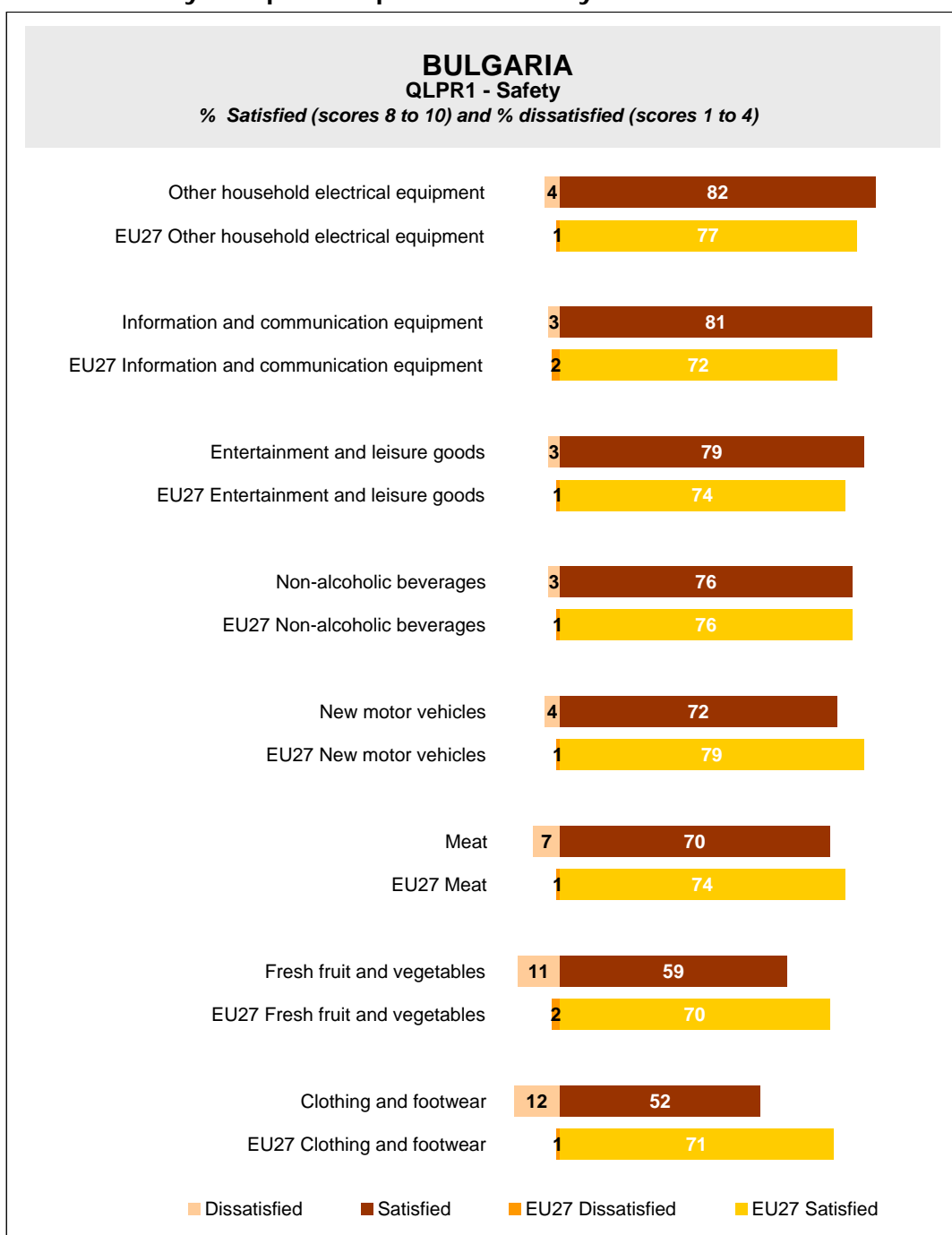


Chapter 3 – Detailed results

1. Quality and price of products

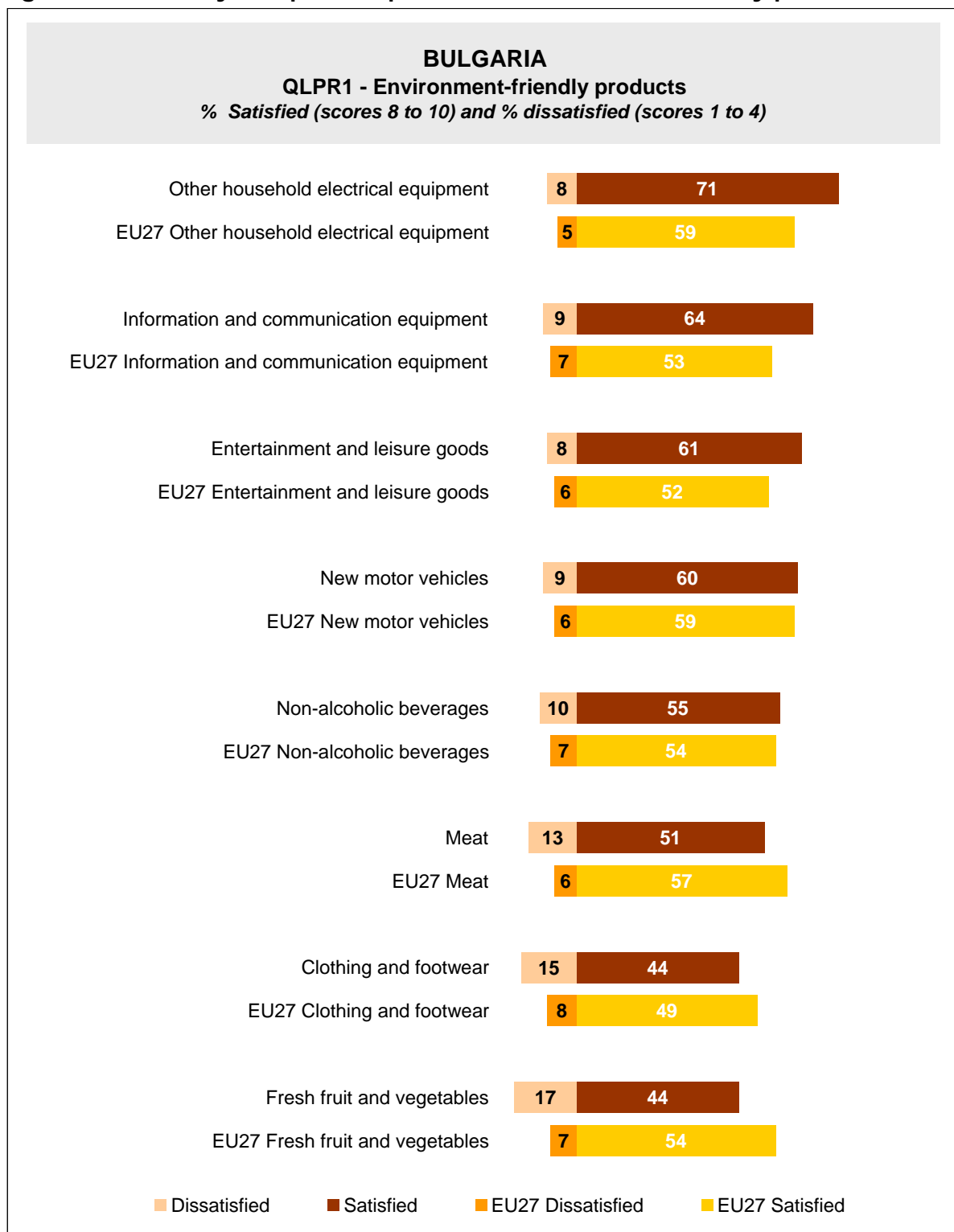
1.1. SAFETY

Figure 14 – Quality and price of products: safety



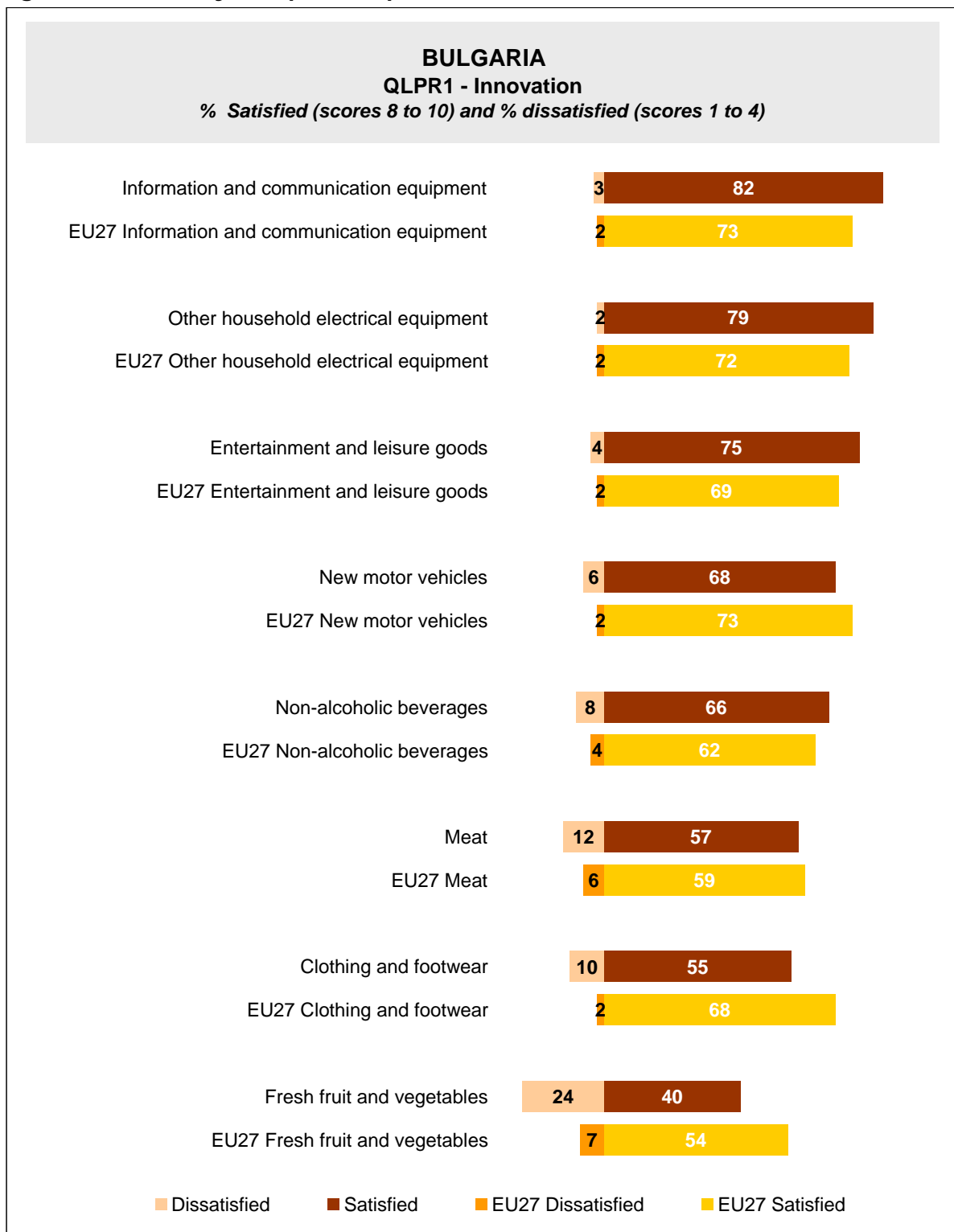
1.2. ENVIRONMENT-FRIENDLY PRODUCTS

Figure 15 – Quality and price of products: environment-friendly products



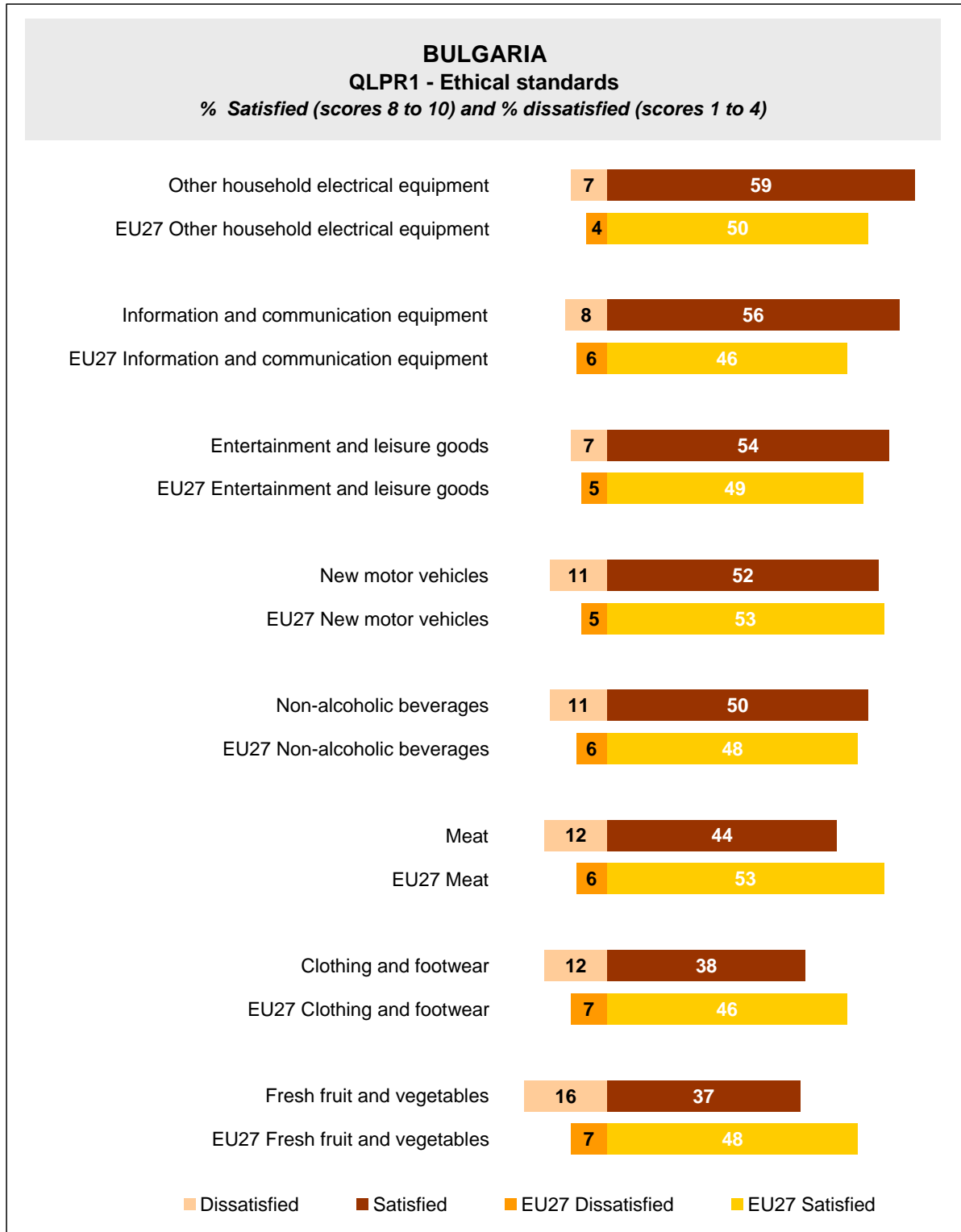
1.3. INNOVATION

Figure 16 – Quality and price of products: innovation



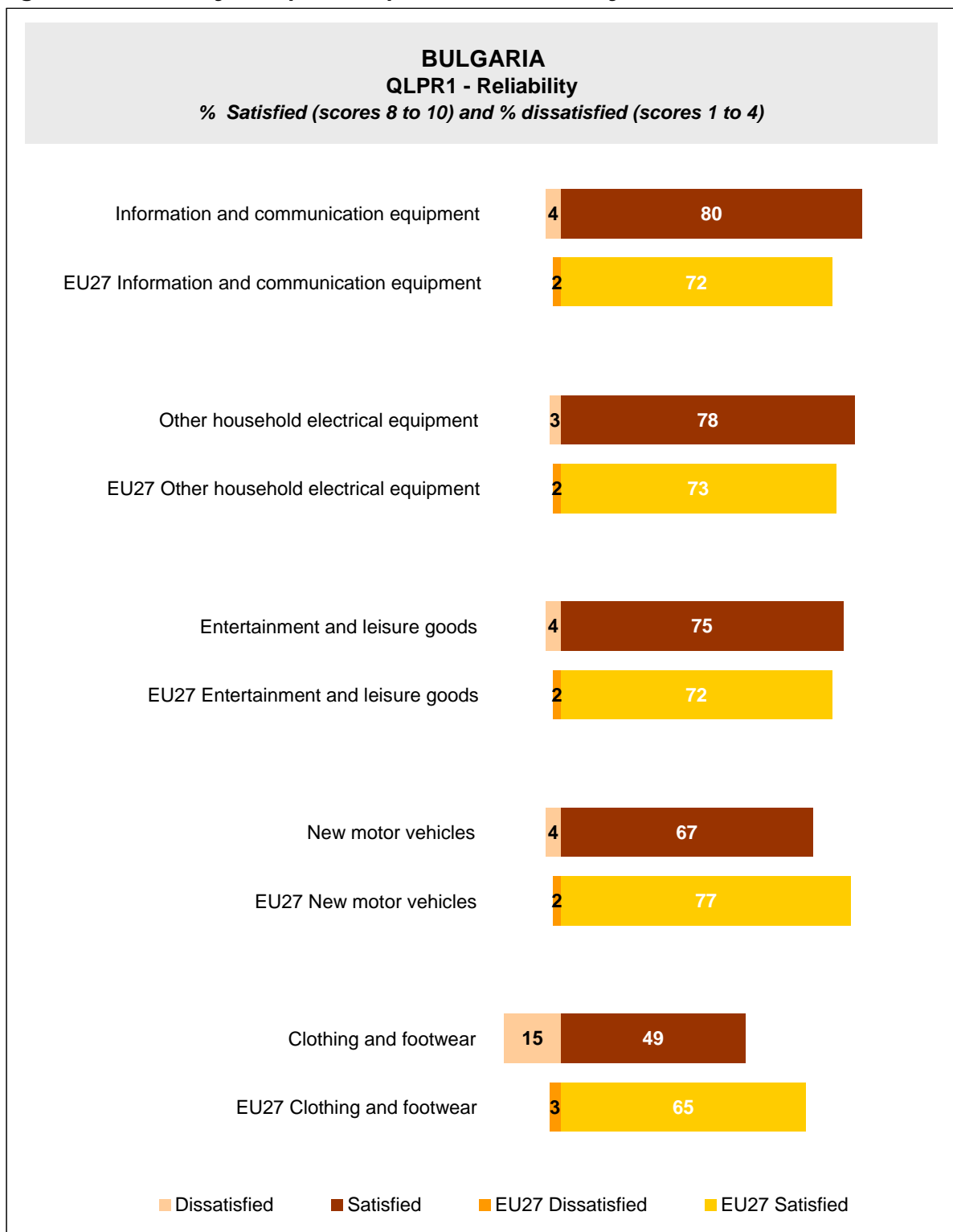
1.4. ETHICAL STANDARDS

Figure 17 – Quality and price of products: ethical standards



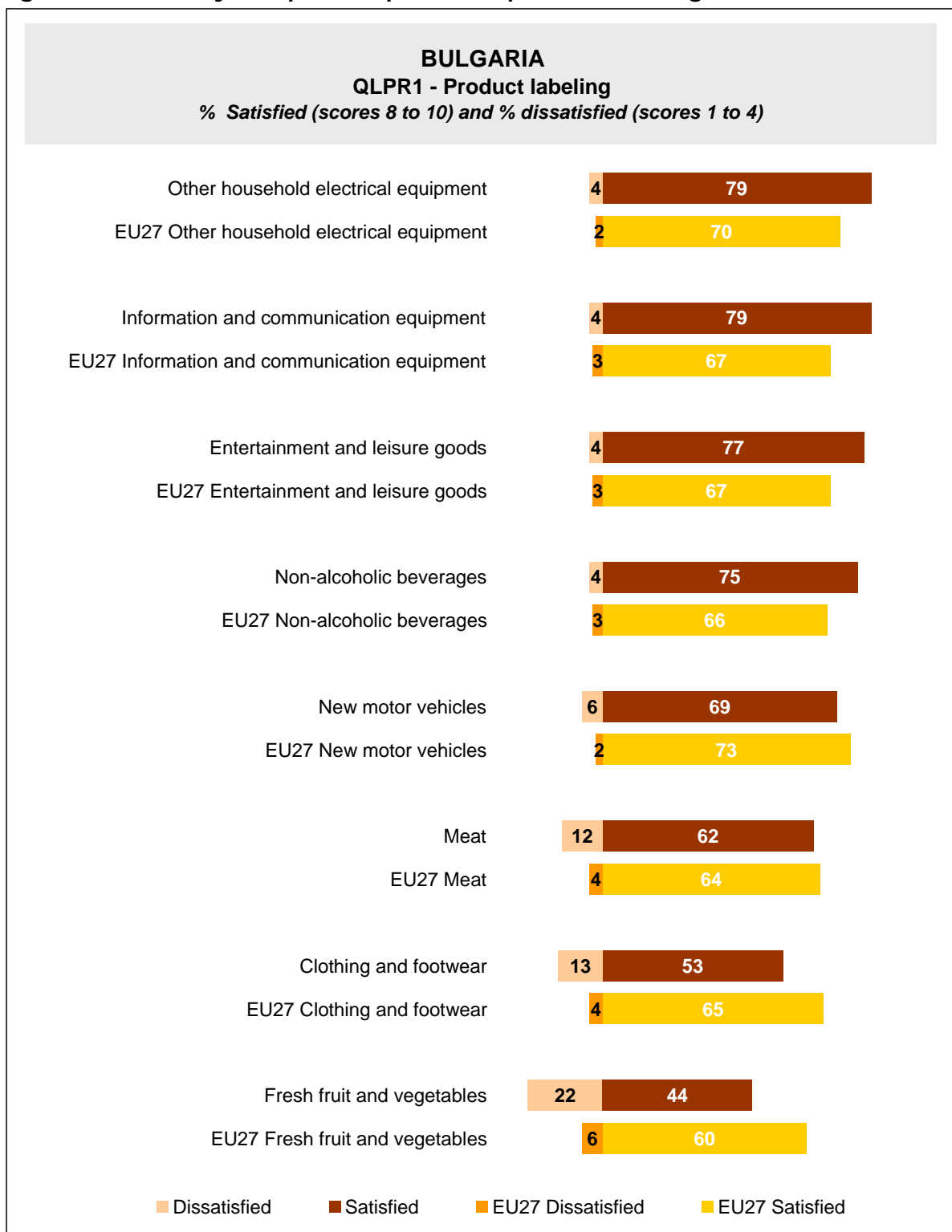
1.5. RELIABILITY

Figure 18 – Quality and price of products: reliability



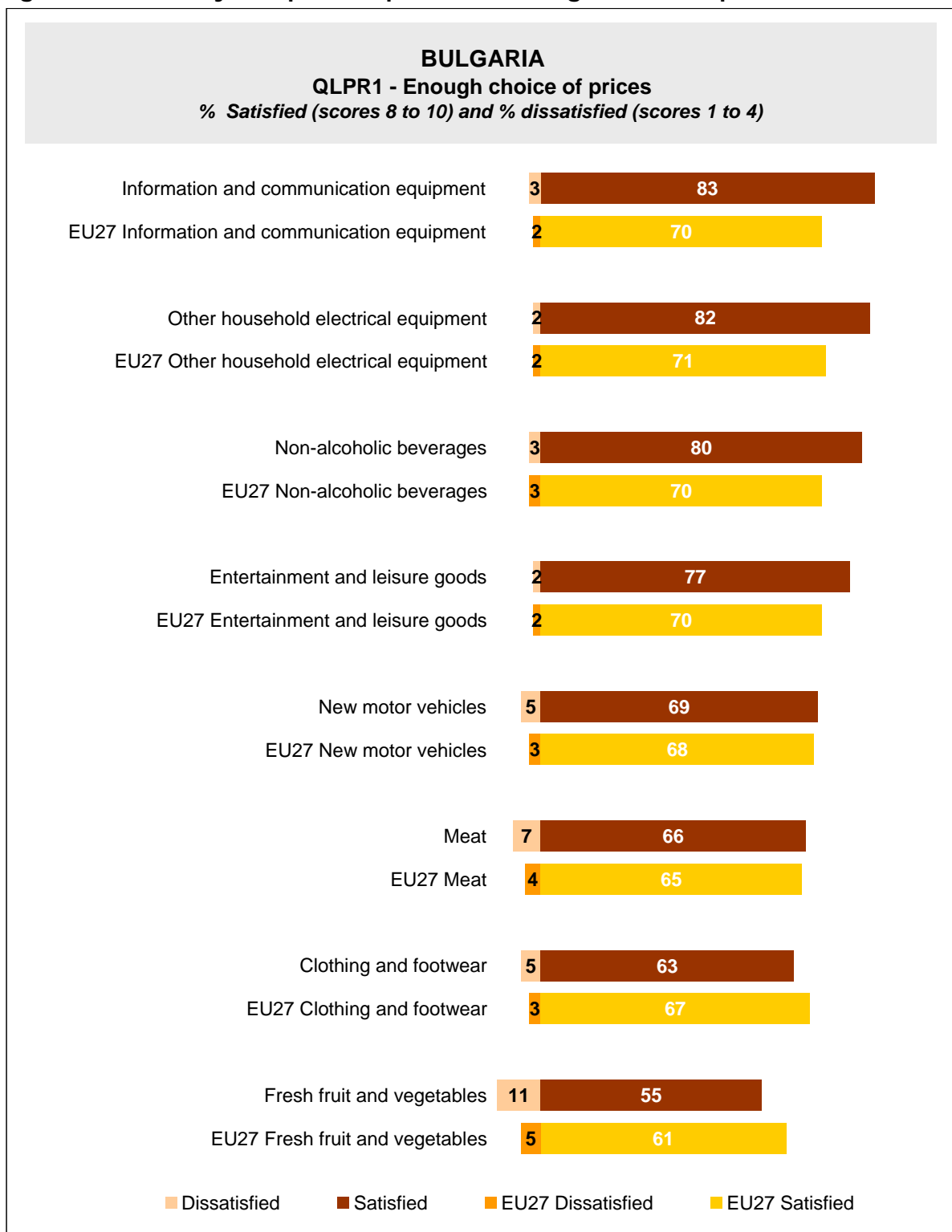
1.6. PRODUCT LABELING

Figure 19 – Quality and price of products: product labeling



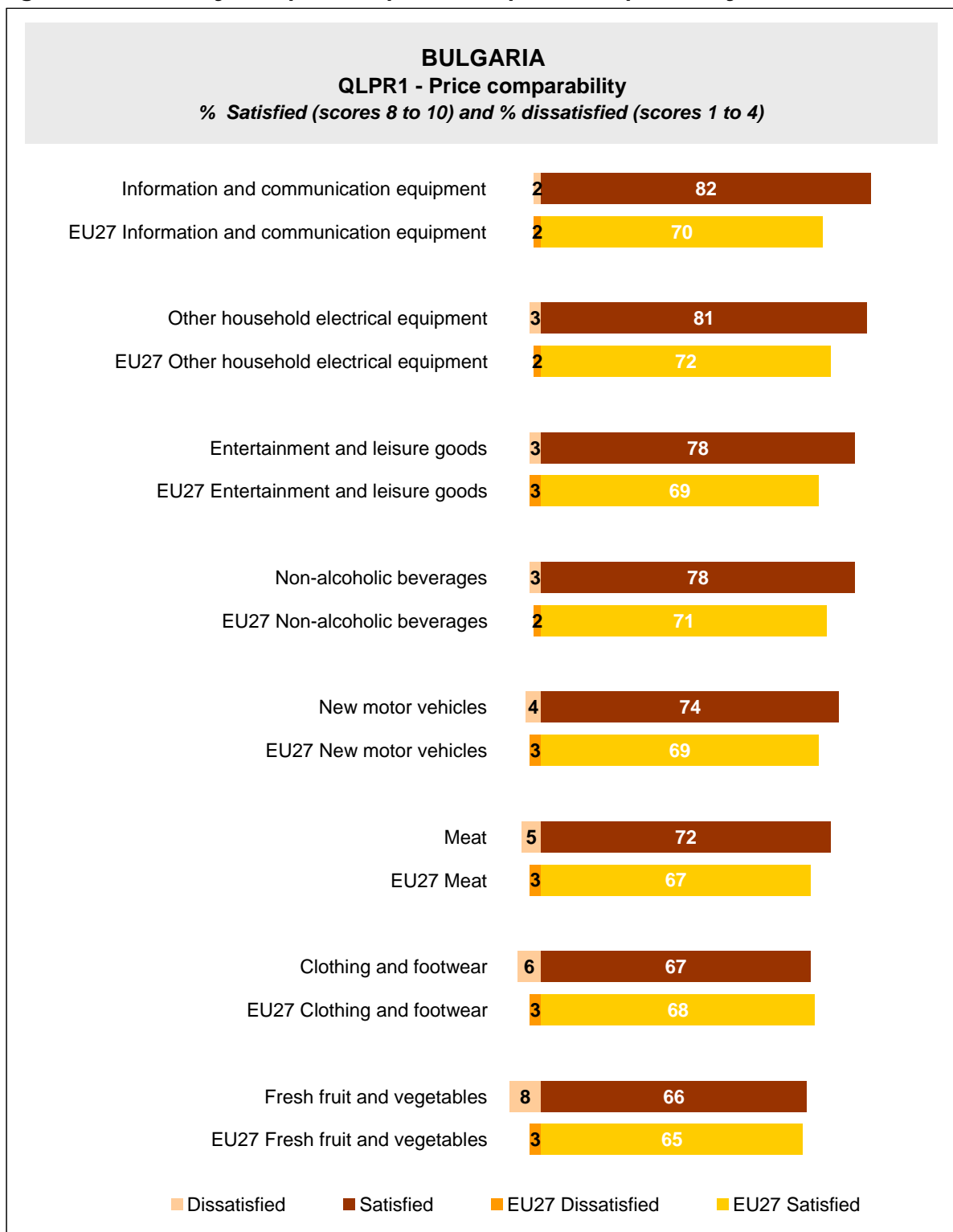
1.7. ENOUGH CHOICE OF PRICES

Figure 20 – Quality and price of products: enough choice of prices



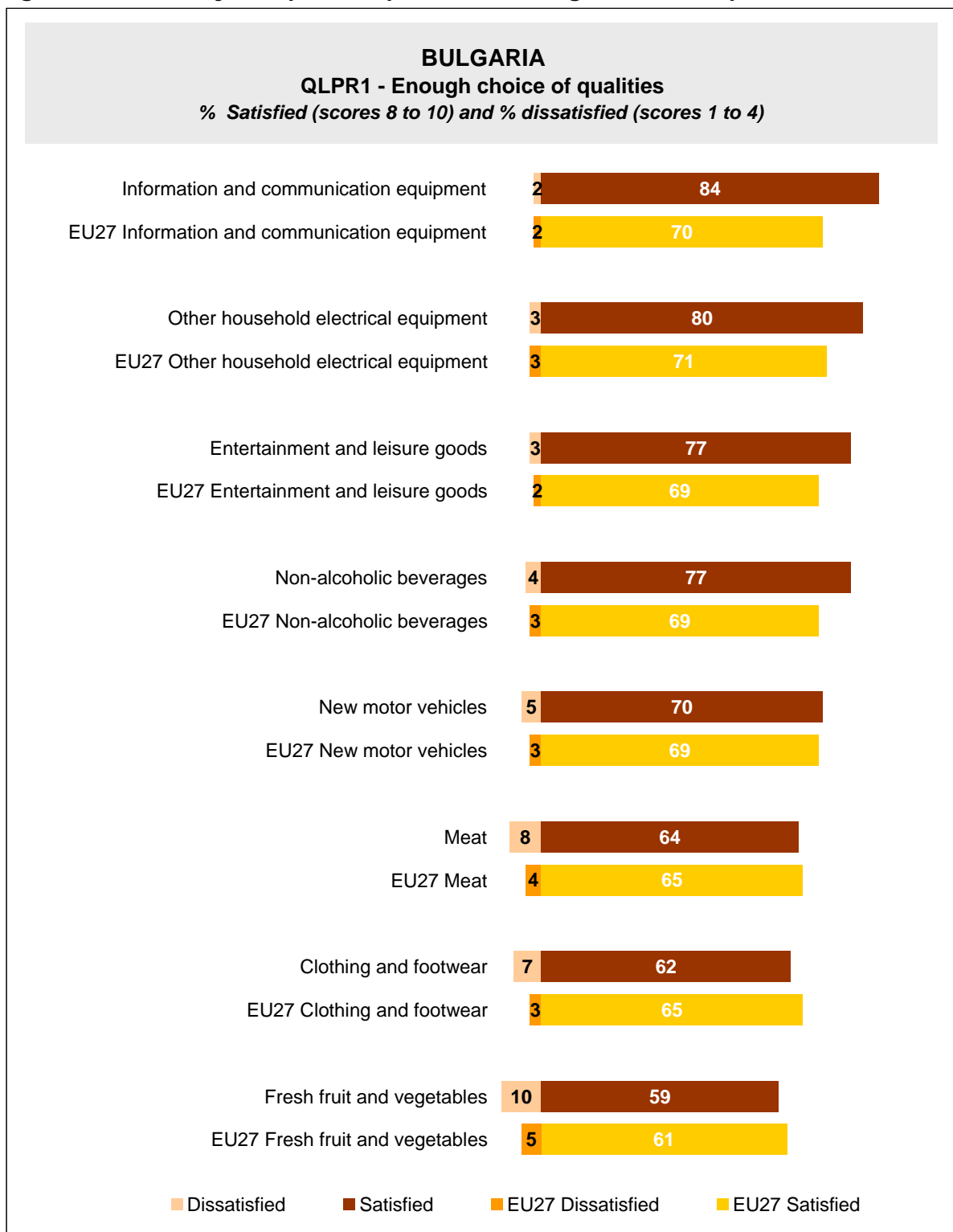
1.8. PRICE COMPARABILITY

Figure 21 – Quality and price of products: price comparability



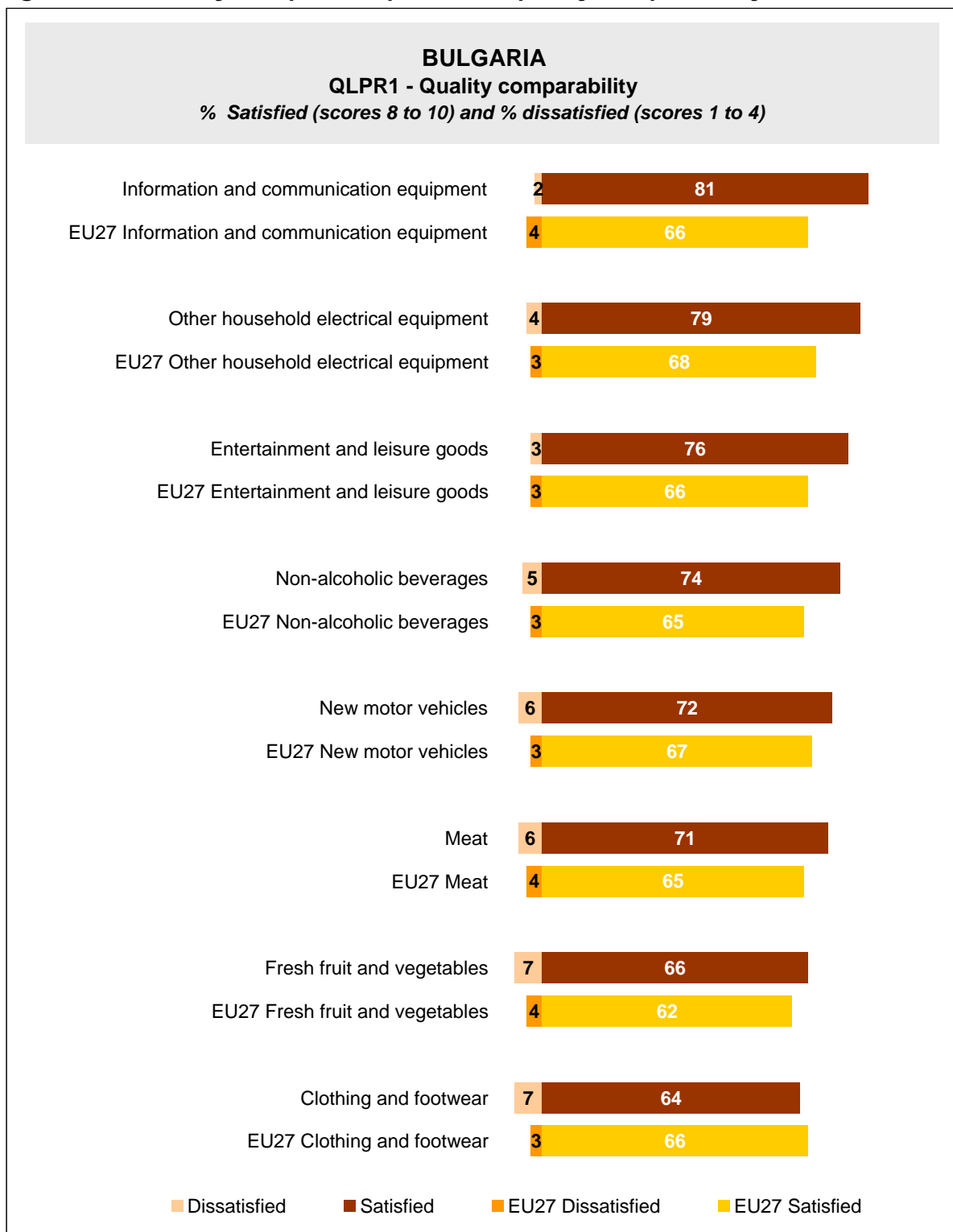
1.9. ENOUGH CHOICE OF QUALITIES

Figure 22 – Quality and price of products: enough choice of qualities



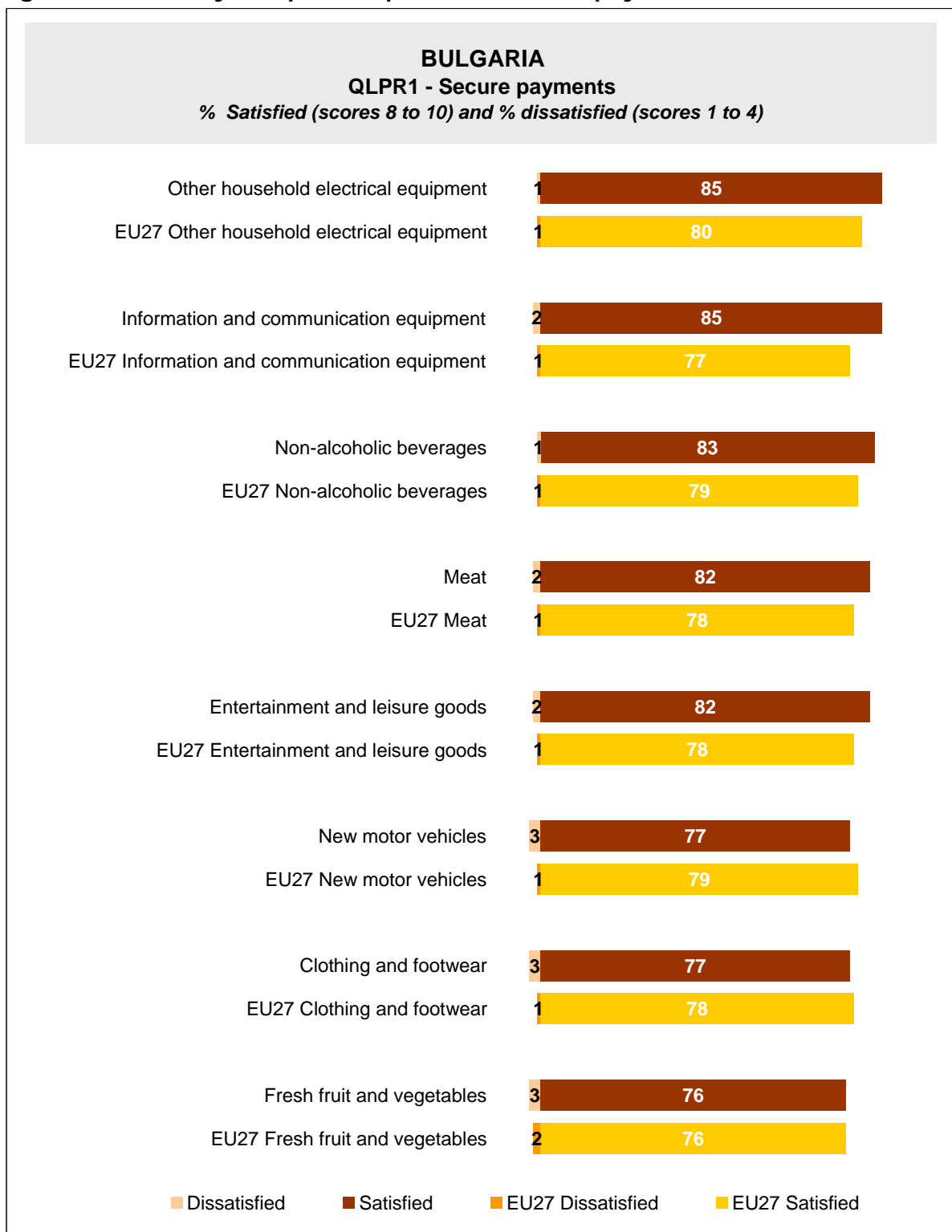
1.10. QUALITY COMPARABILITY

Figure 23 – Quality and price of products: quality comparability



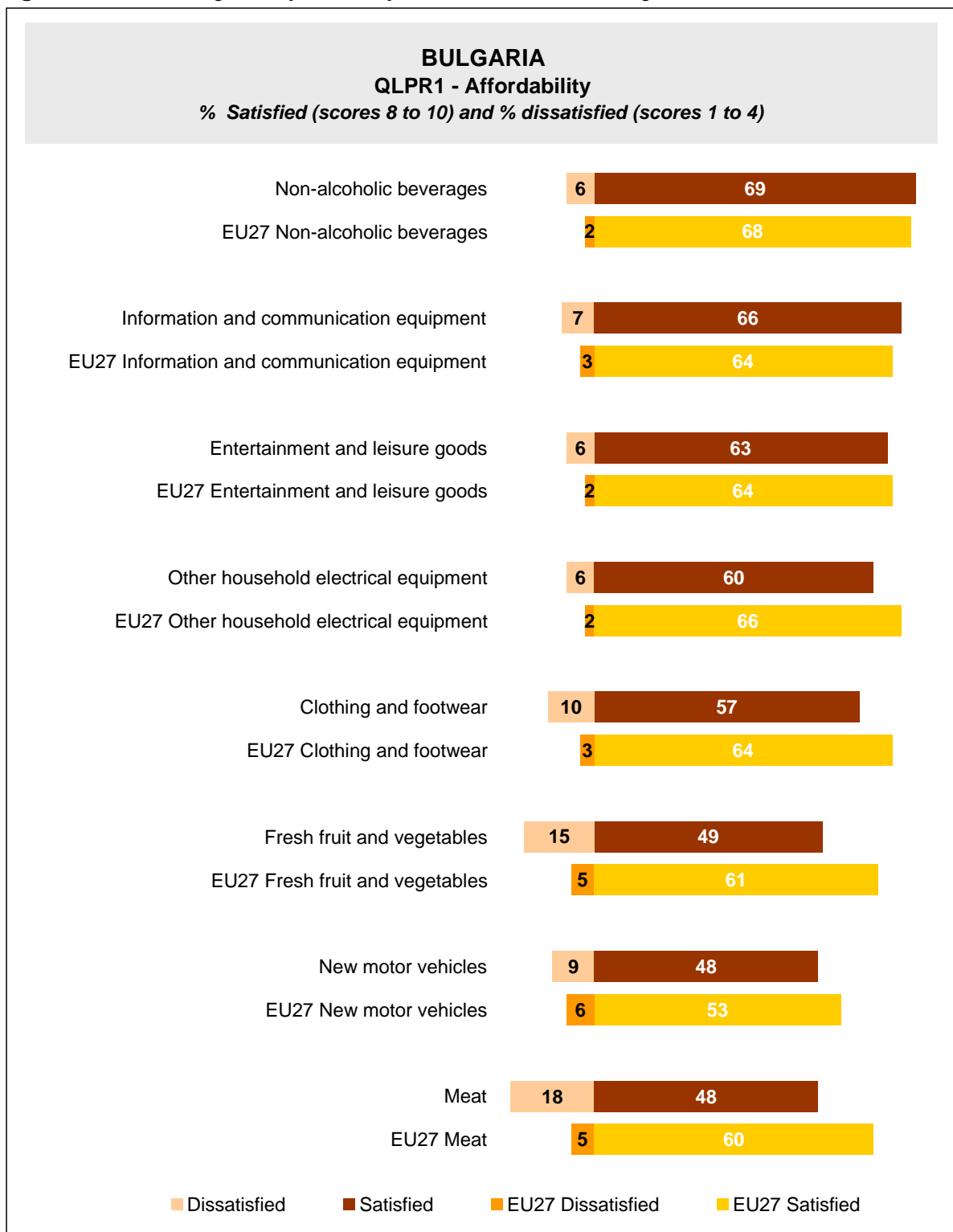
1.11. SECURE PAYMENTS

Figure 24 – Quality and price of products: secure payments



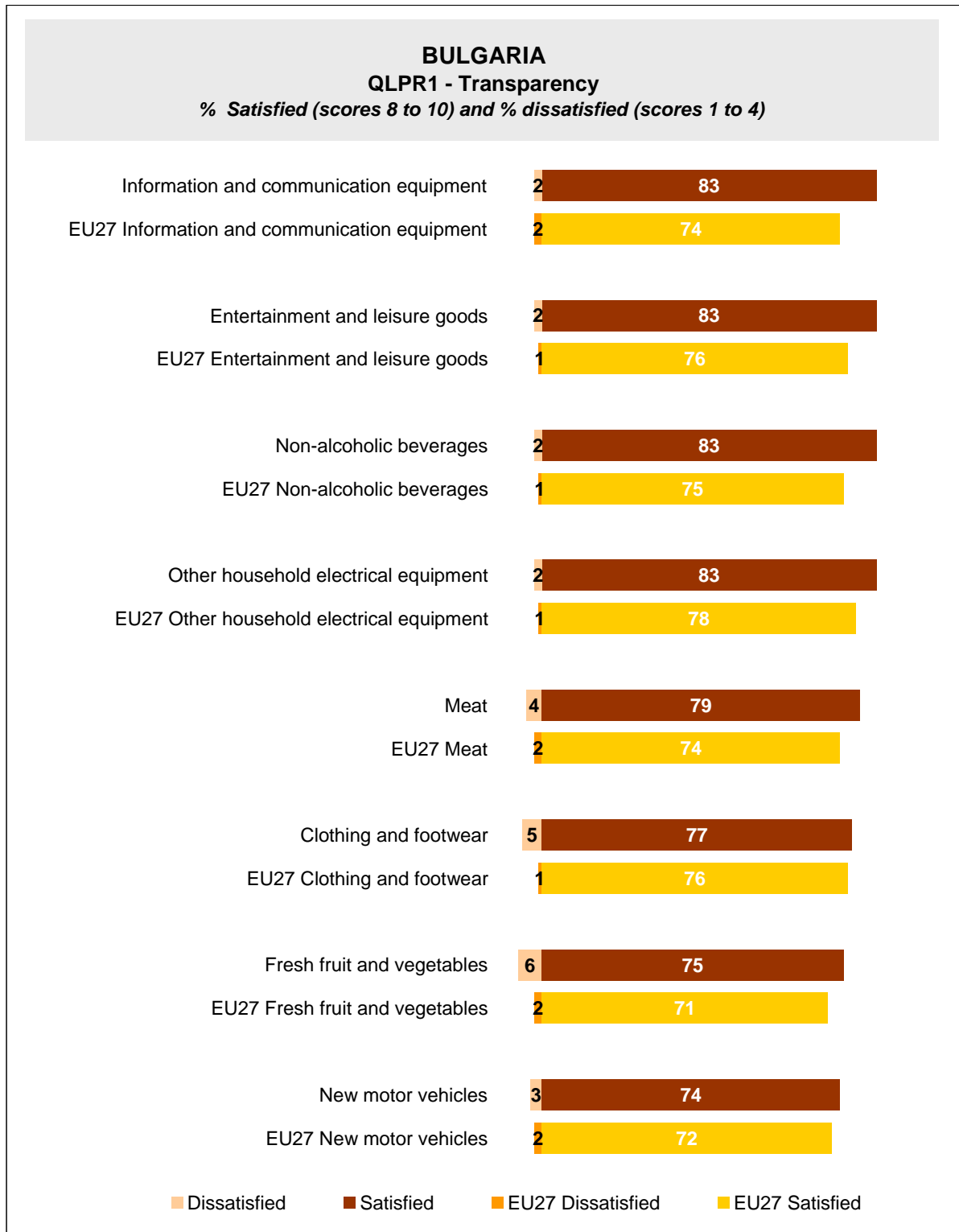
1.12. AFFORDABILITY

Figure 25 – Quality and price of products: affordability



1.13. TRANSPARENCY

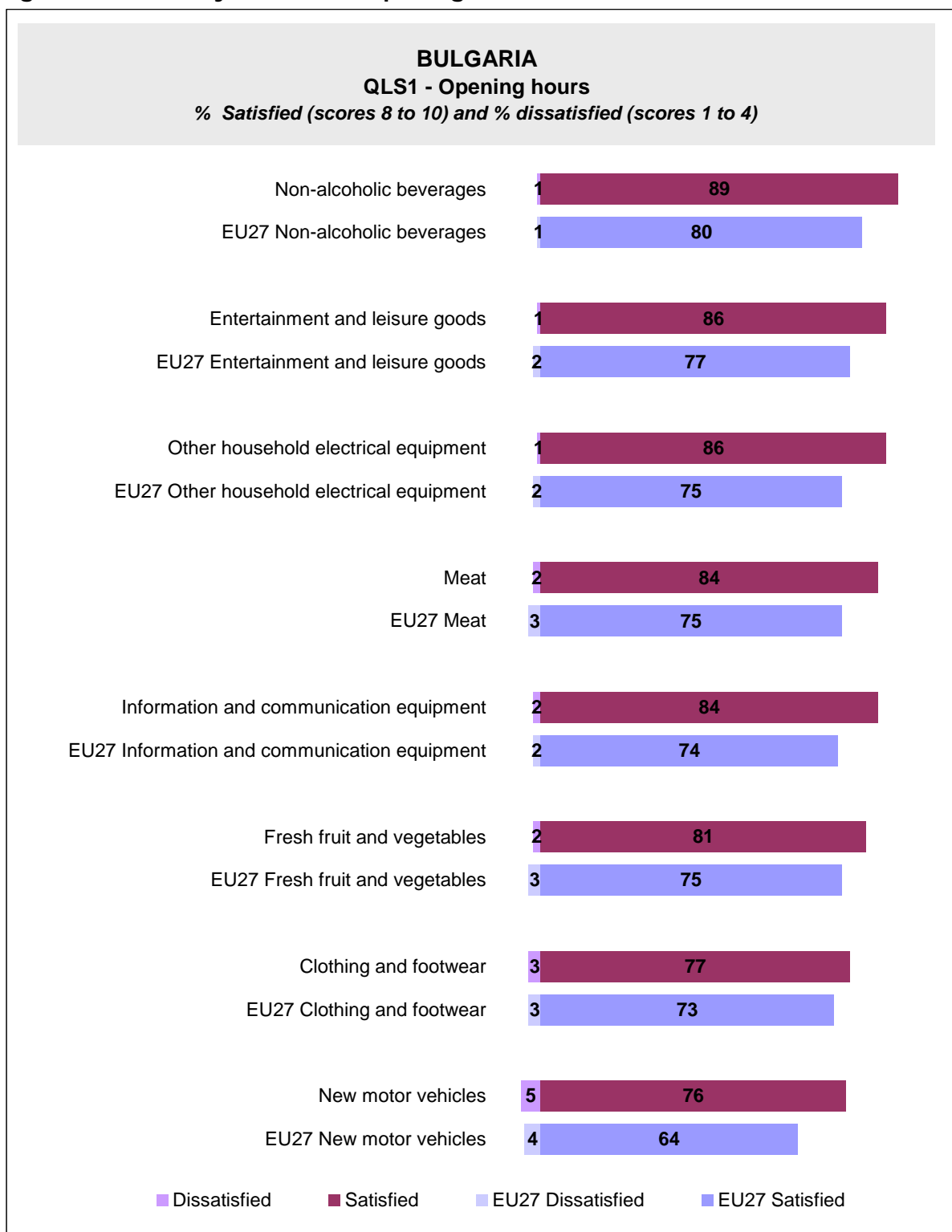
Figure 26 – Quality and price of products: transparency



2. Quality of services

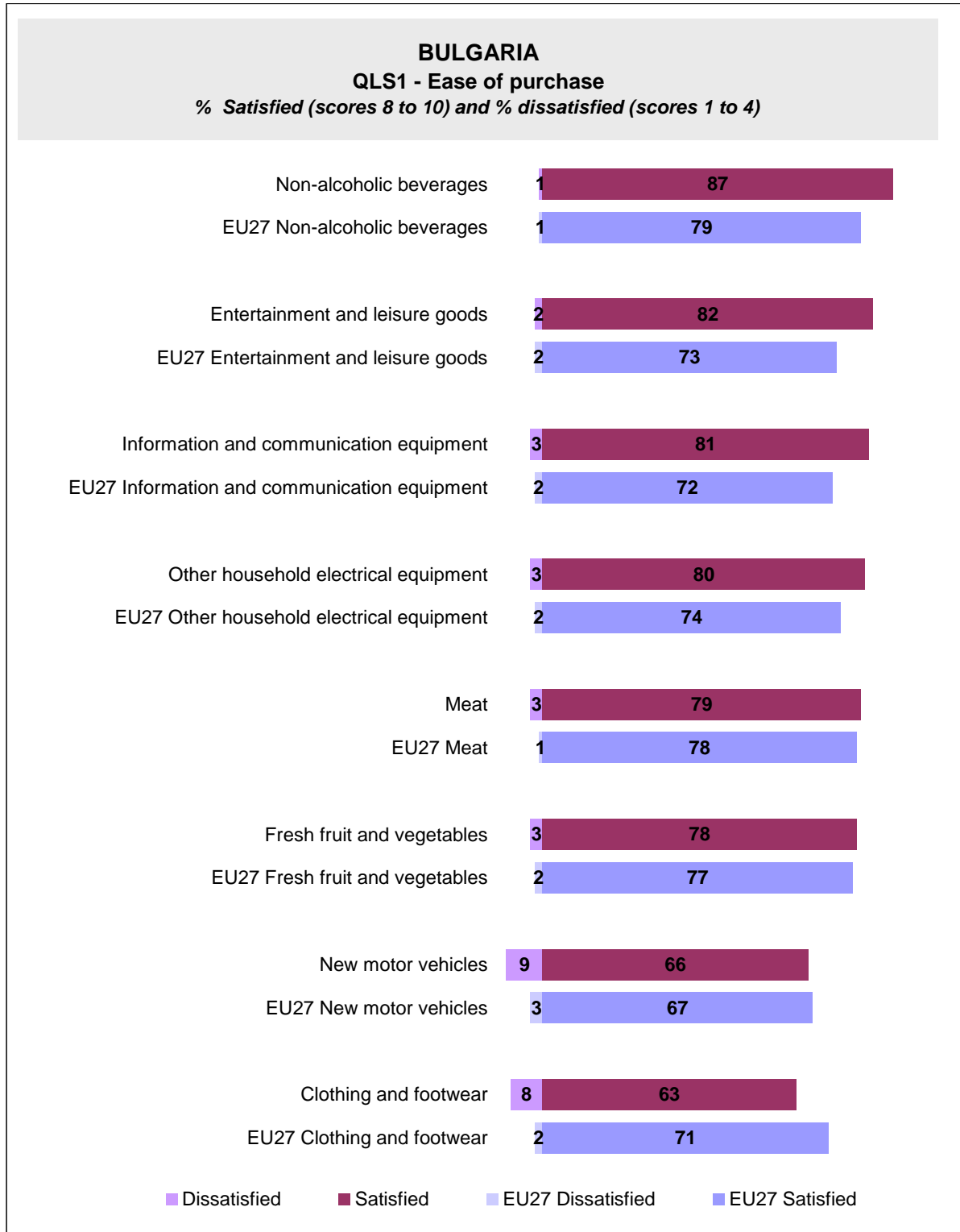
2.1. OPENING HOURS

Figure 27 – Quality of service: opening hours



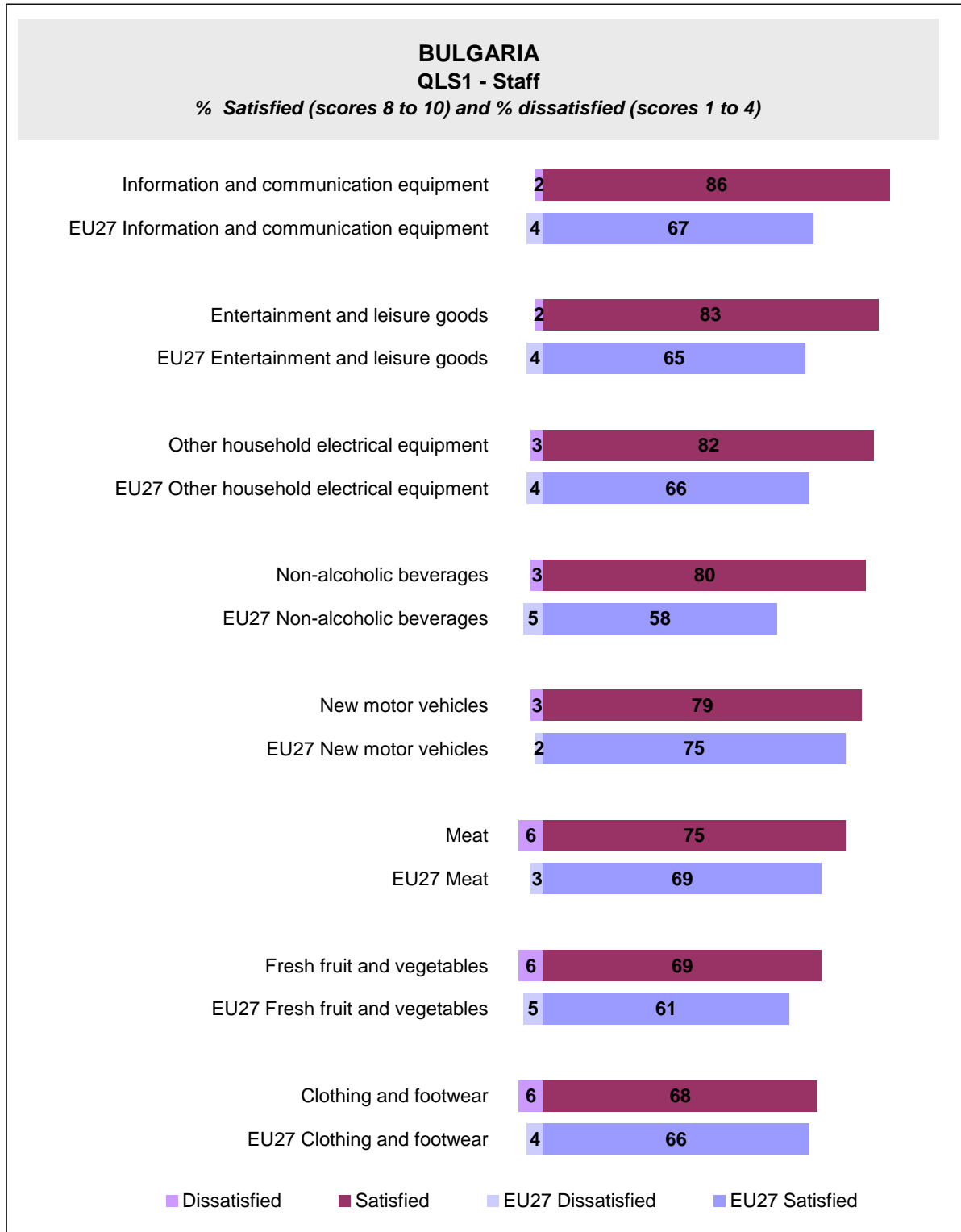
2.2. EASE OF PURCHASE

Figure 28 – Quality of service: ease of purchase



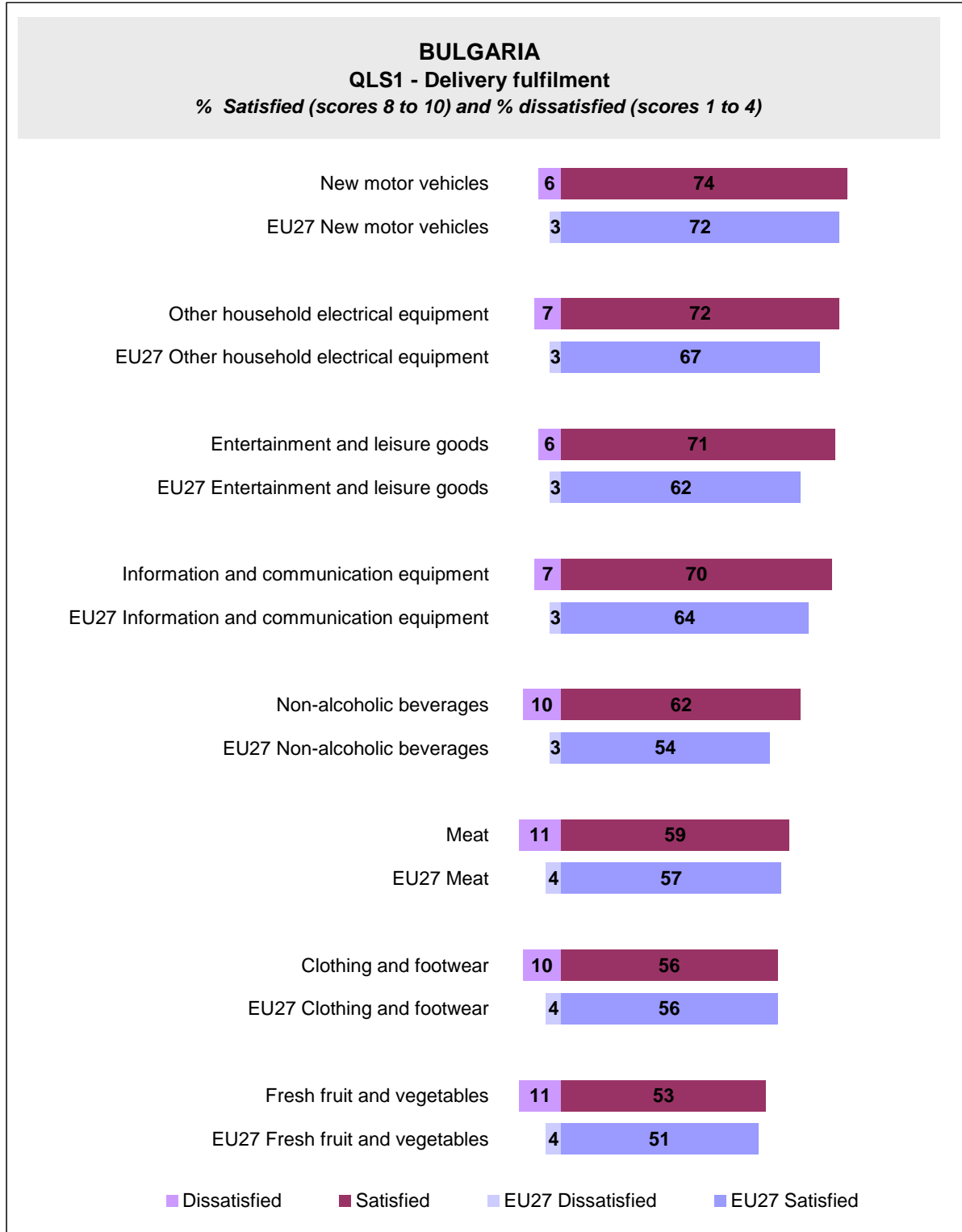
2.3. STAFF

Figure 29 – Quality of service: staff



2.4. DELIVERY FULFILMENT

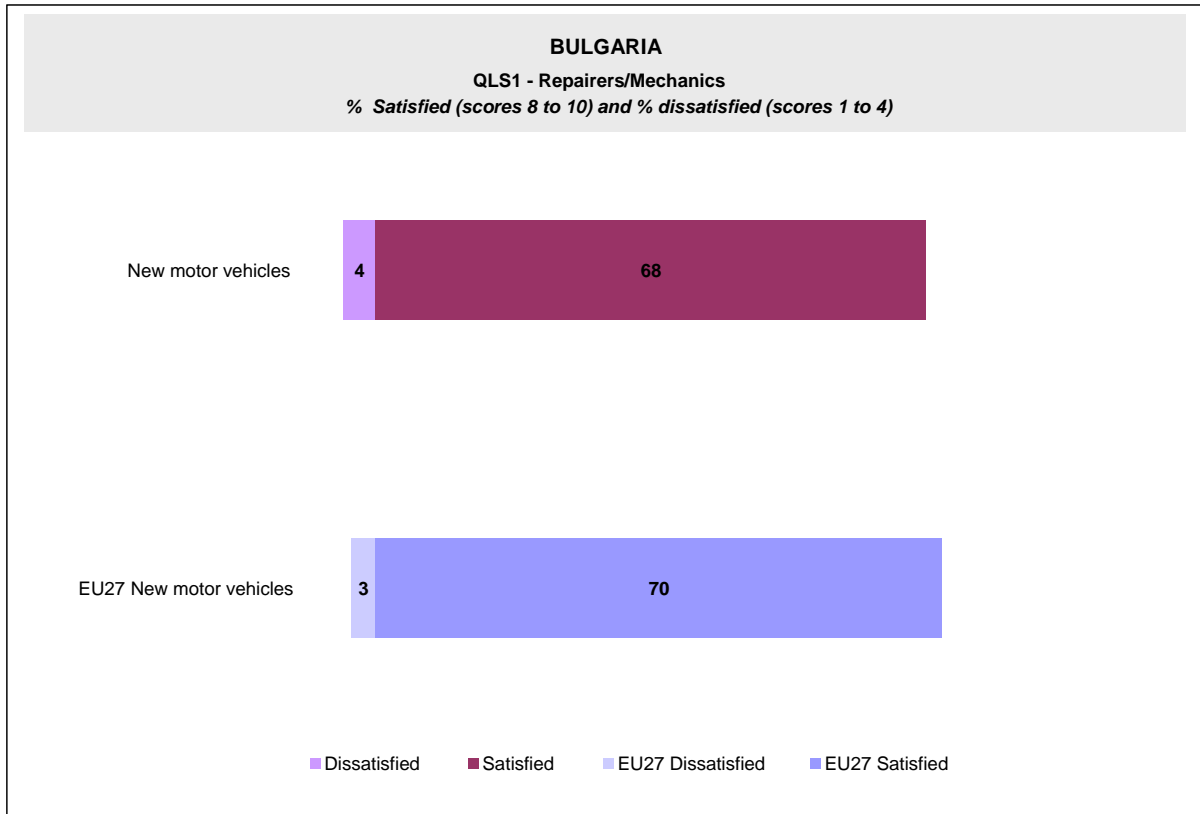
Figure 30 – Quality of service: delivery fulfilment



2.5. REPAIRERS/MECHANICS

This element is only relevant for the market of new motor vehicles.

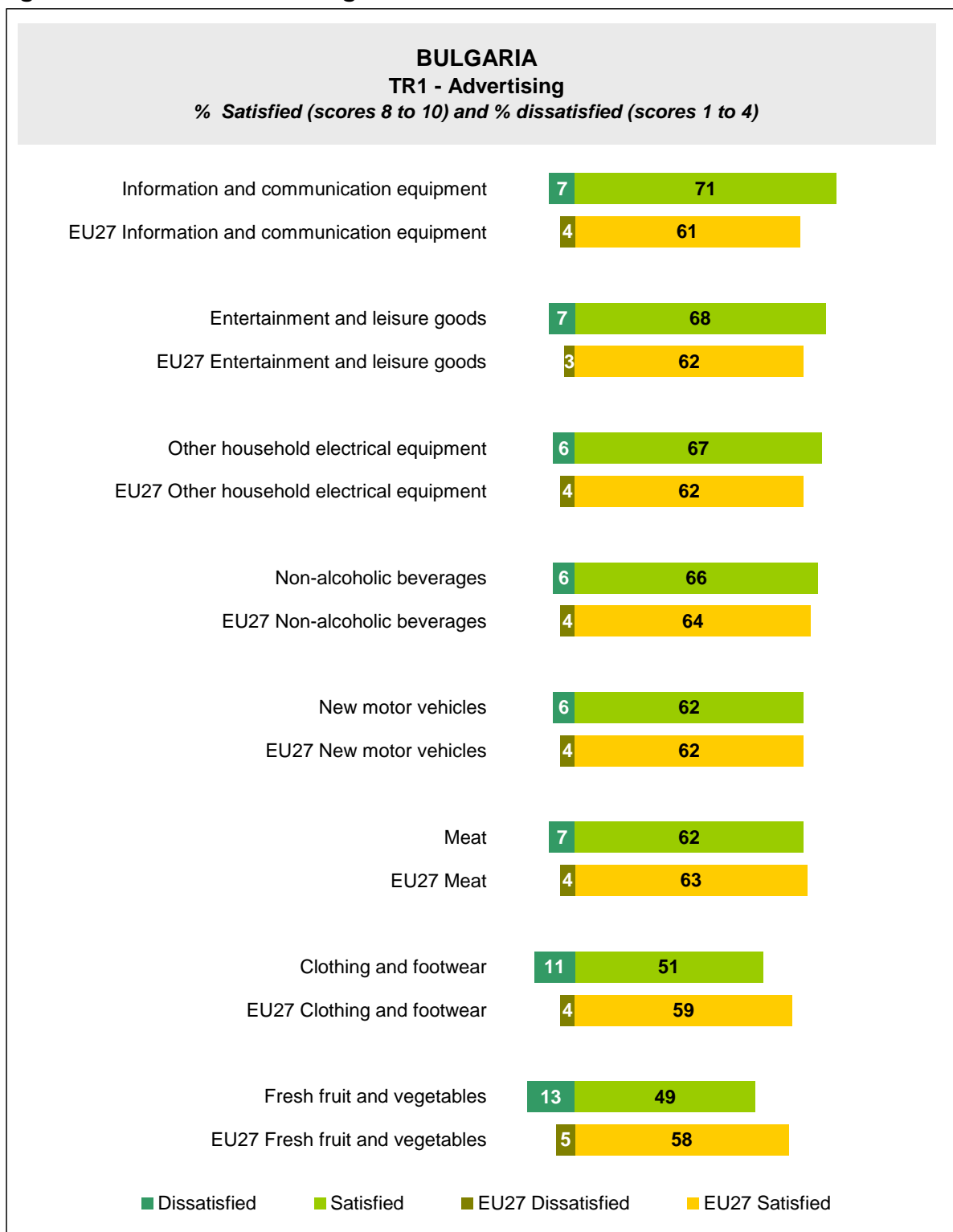
Figure 31 – Quality of service: repairers/mechanics



3. Trust

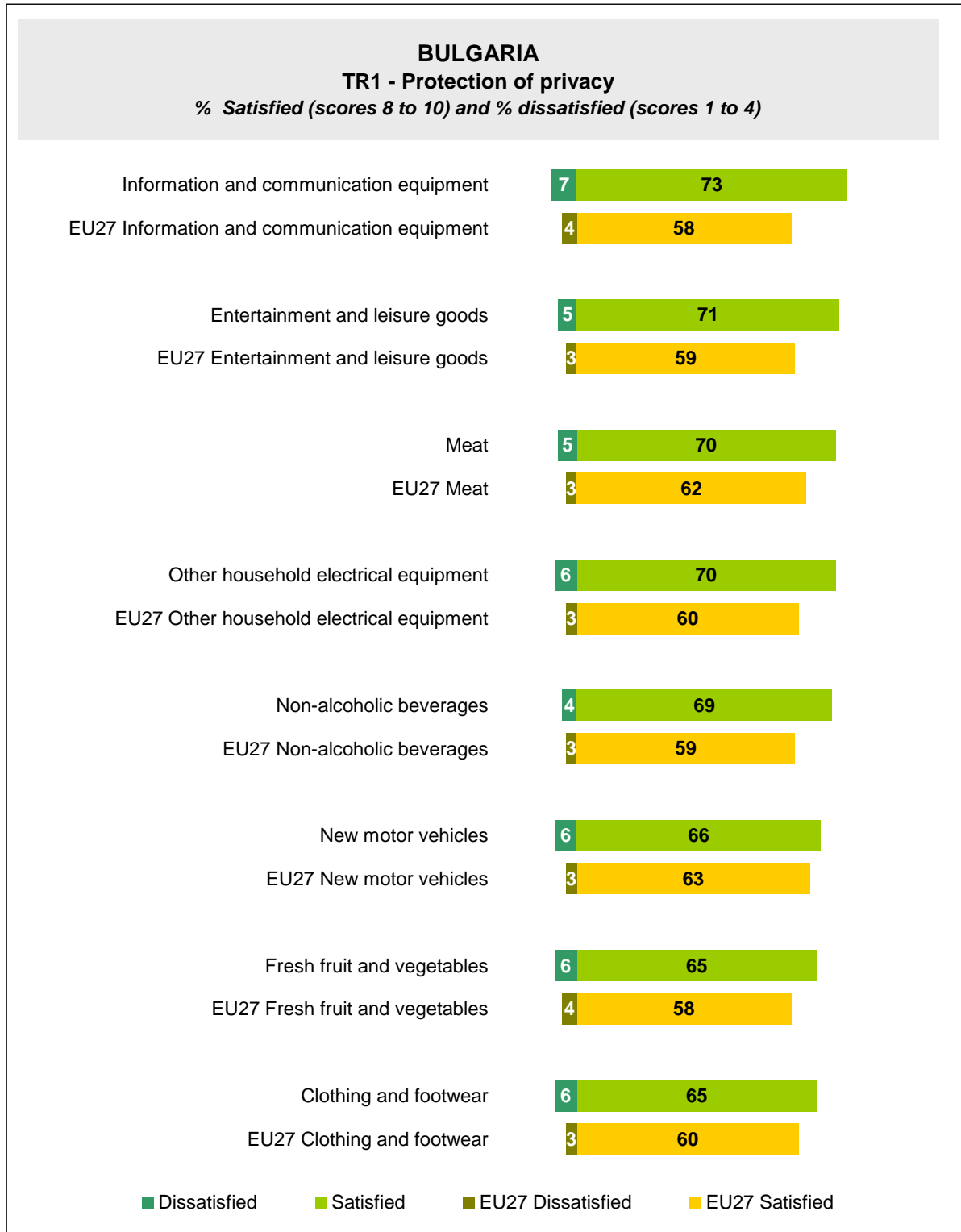
3.1. ADVERTISING

Figure 32 – Trust: advertising



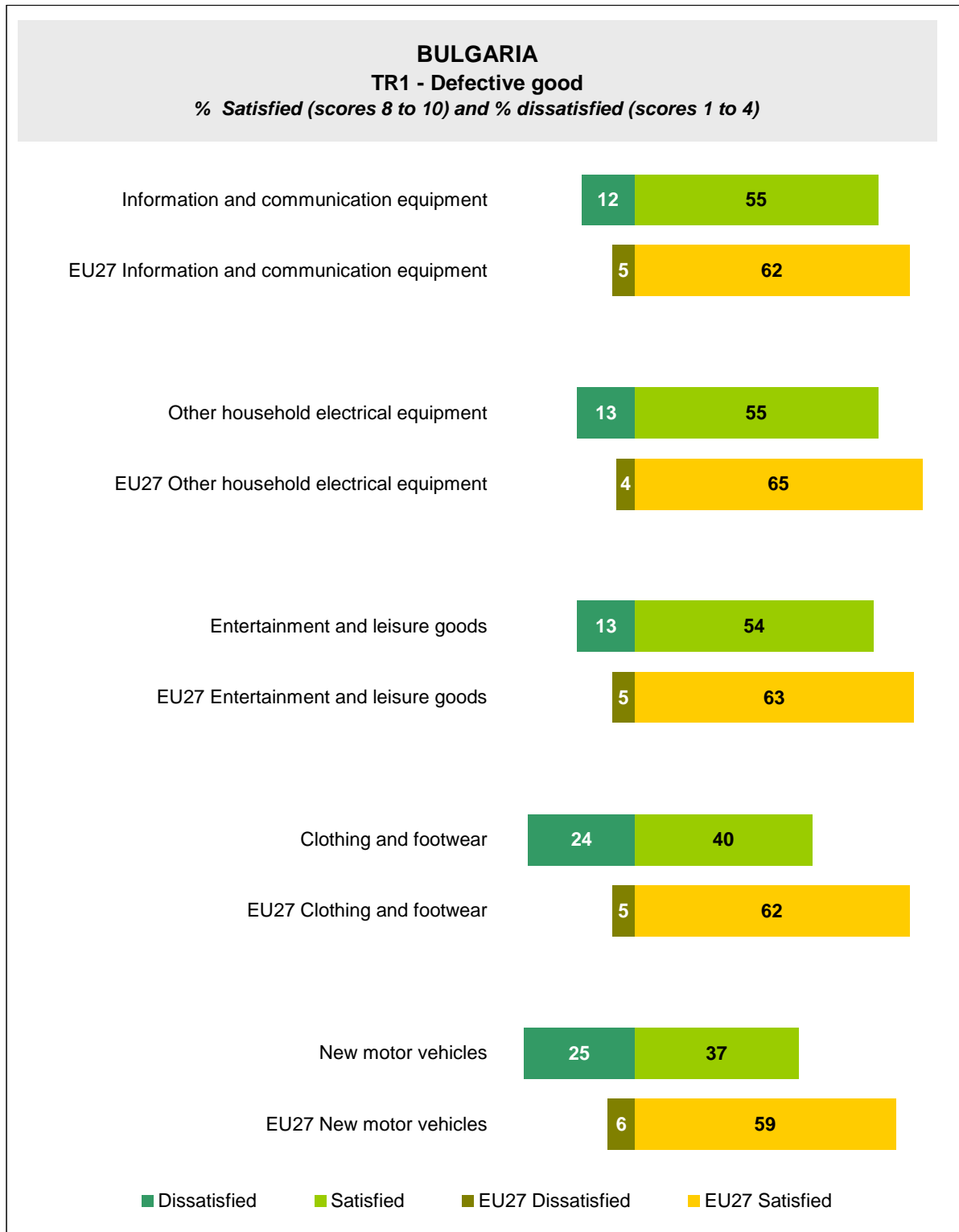
3.2. PROTECTION OF PRIVACY

Figure 33 – Trust: protection of privacy



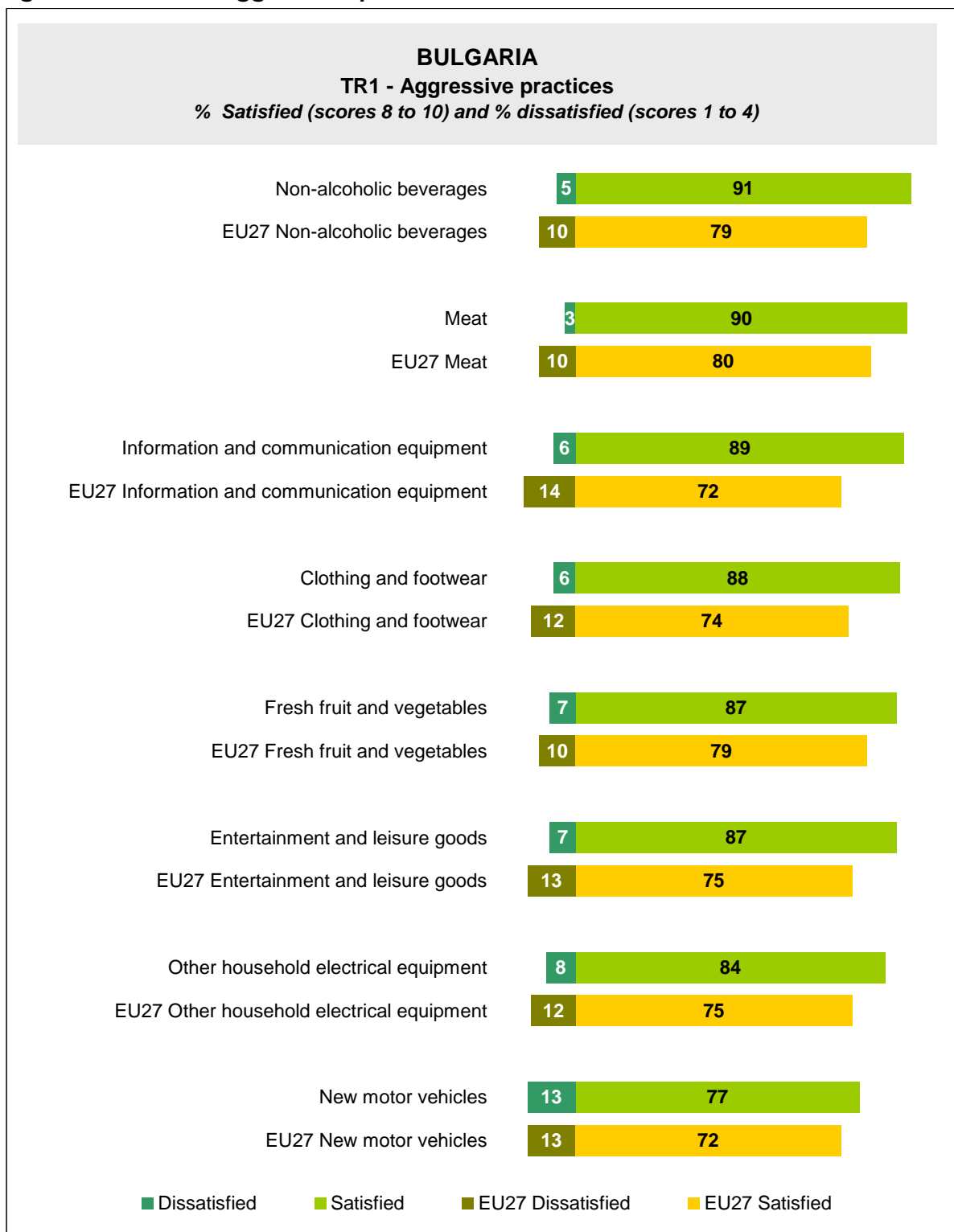
3.4. DEFECTIVE GOODS

Figure 34 – Trust: defective goods



3.5. AGGRESSIVE PRACTICES

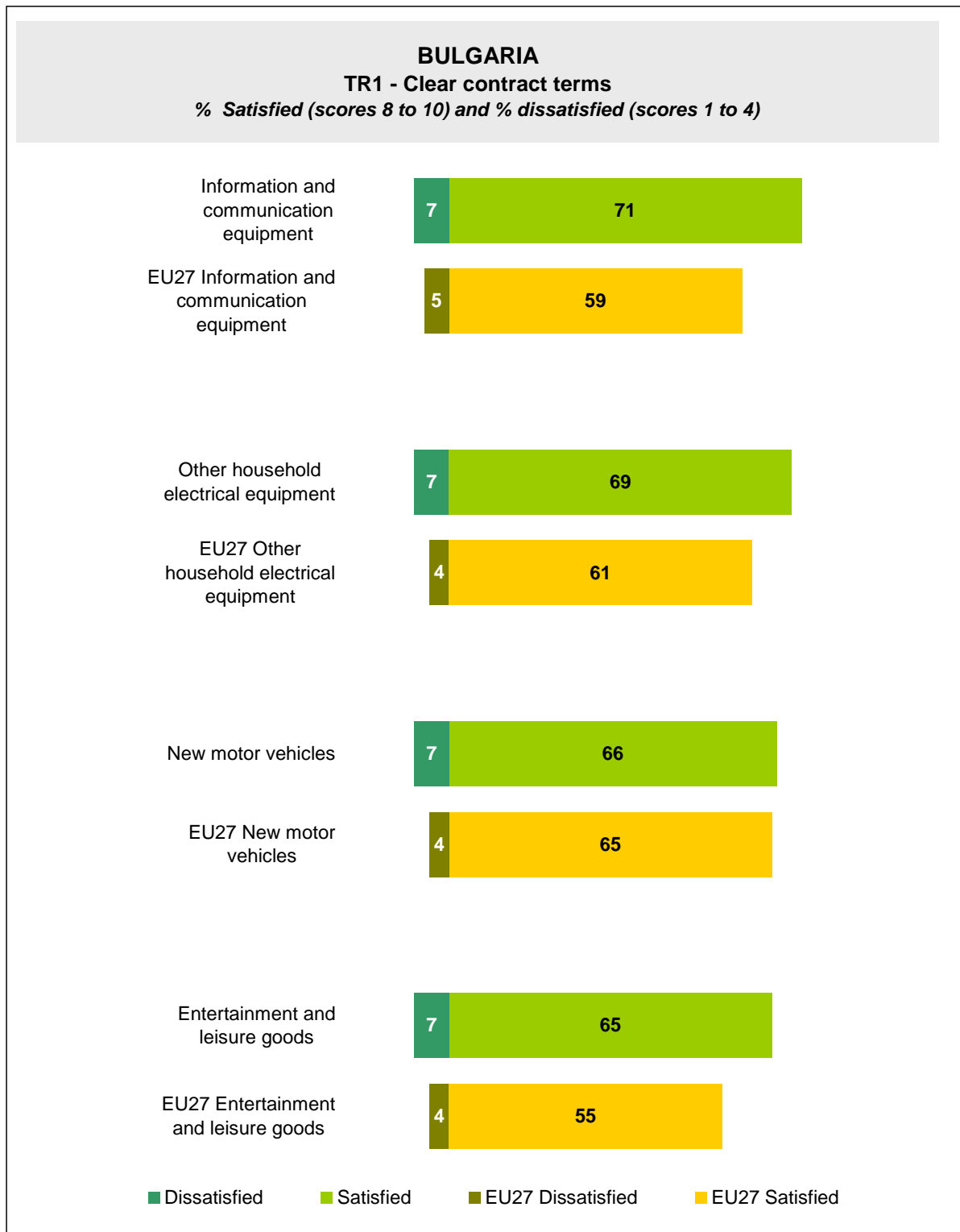
Figure 35 – Trust: aggressive practices



3.6. CLEAR CONTRACT TERMS

This question is only relevant for new motor vehicles, household electrical equipment, ICT equipment and entertainment and leisure goods.

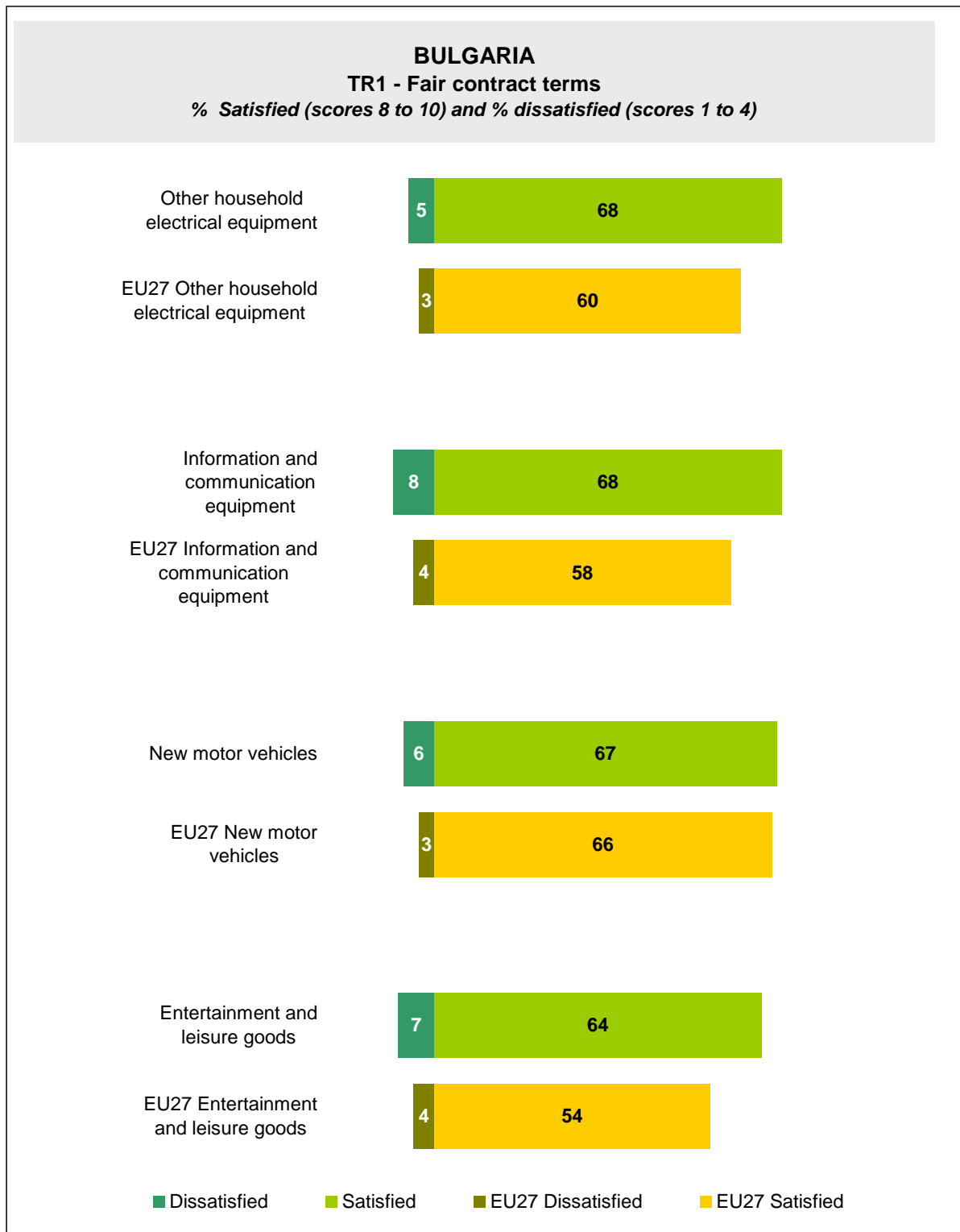
Figure 36 – Trust: clear contract terms



3.7. FAIR CONTRACT TERMS

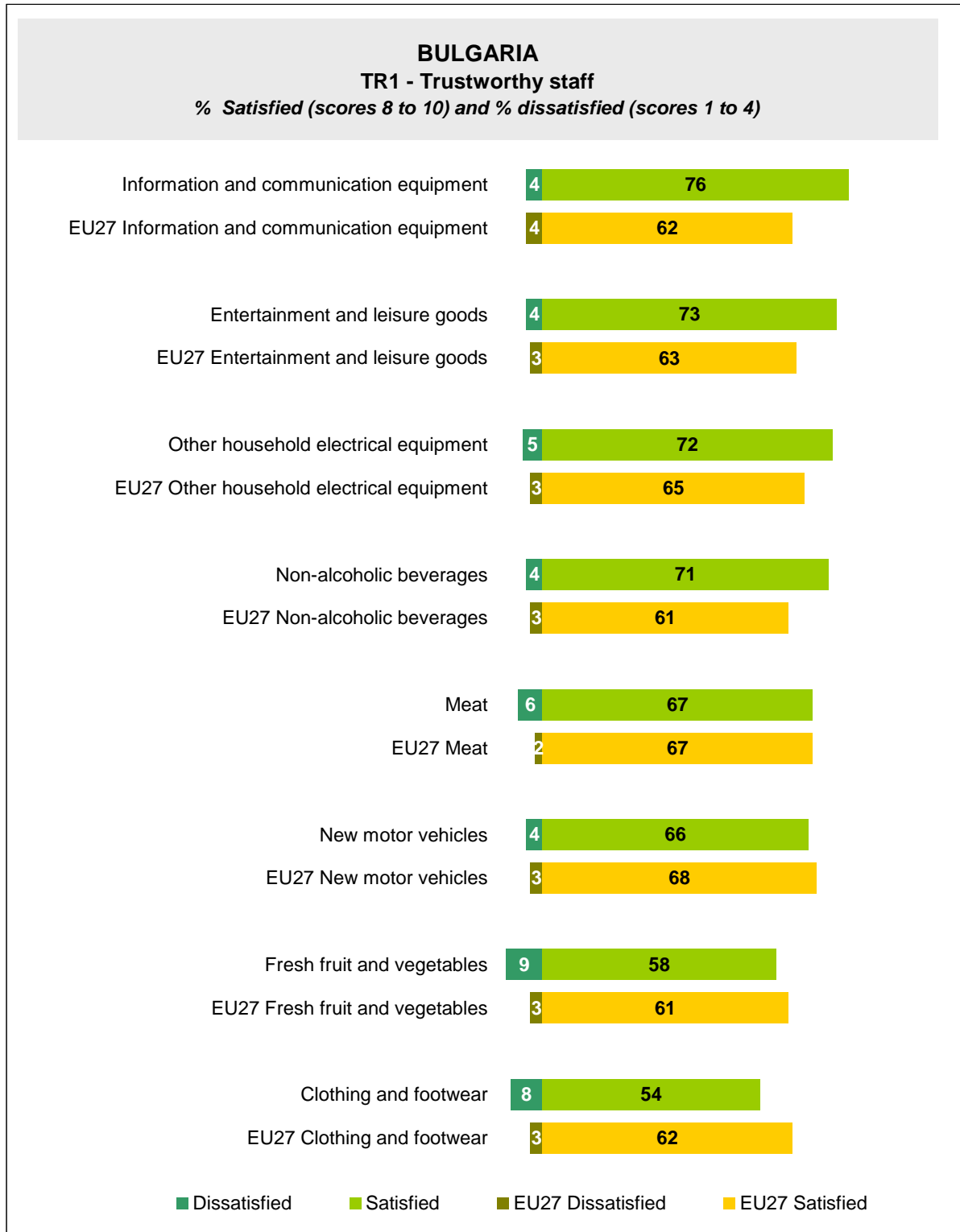
This question is only relevant for new motor vehicles, household electrical equipment, ICT equipment and entertainment and leisure goods.

Figure 37 – Trust: fair contract terms



3.8. TRUSTWORTHY STAFF

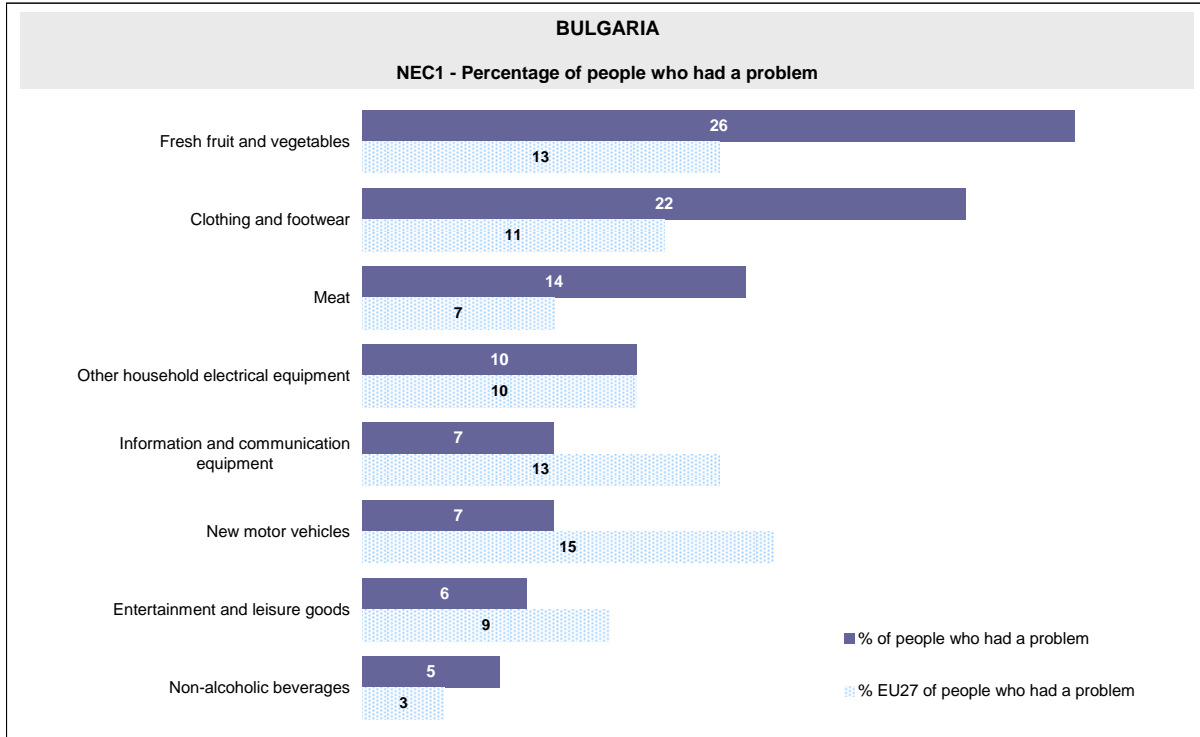
Figure 38 – Trust: trustworthy staff



4. Negative experiences

4.1. NUMBER OF PROBLEMS

Figure 39 – % of people who have had a problem



4.2. TYPES OF PROBLEMS¹

Figure 40 – Types of problems experienced: quality of product

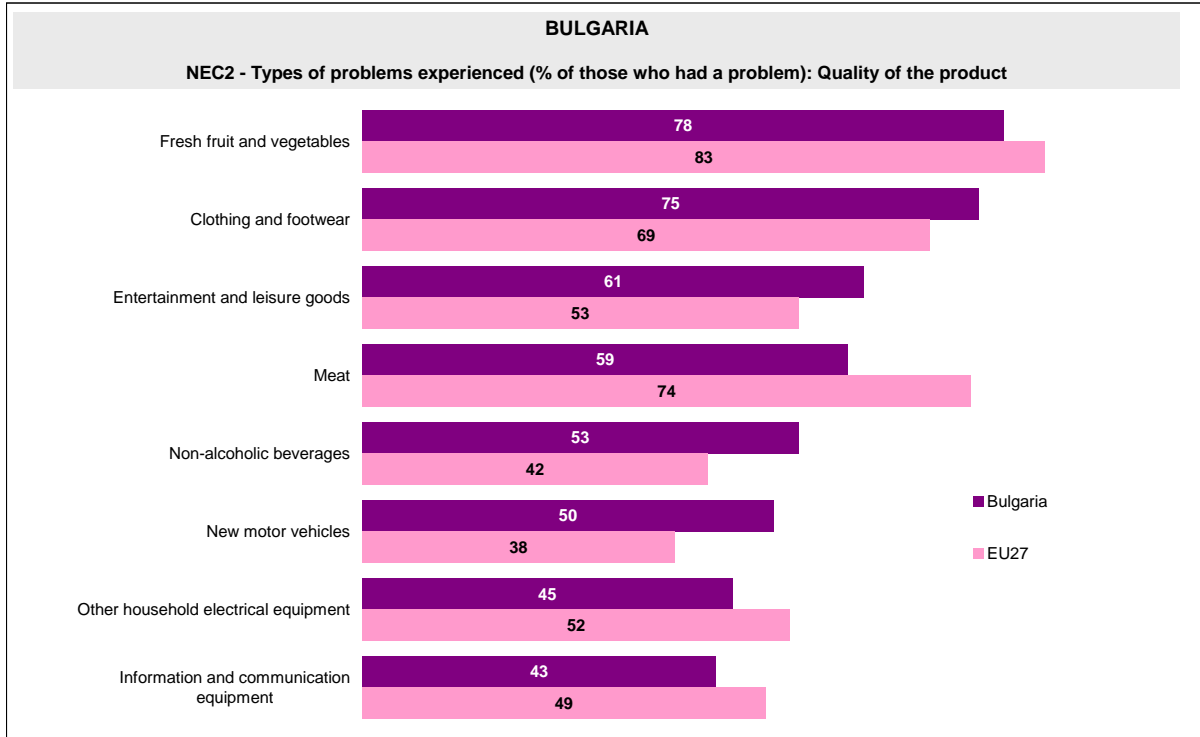
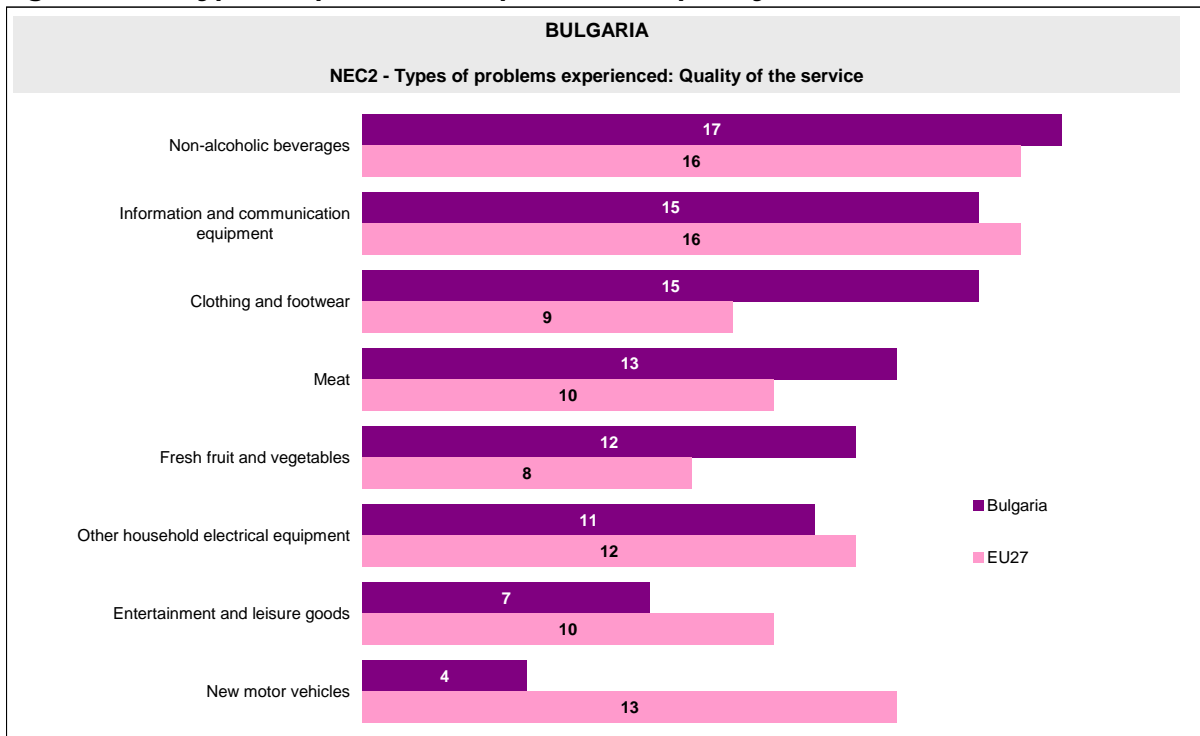
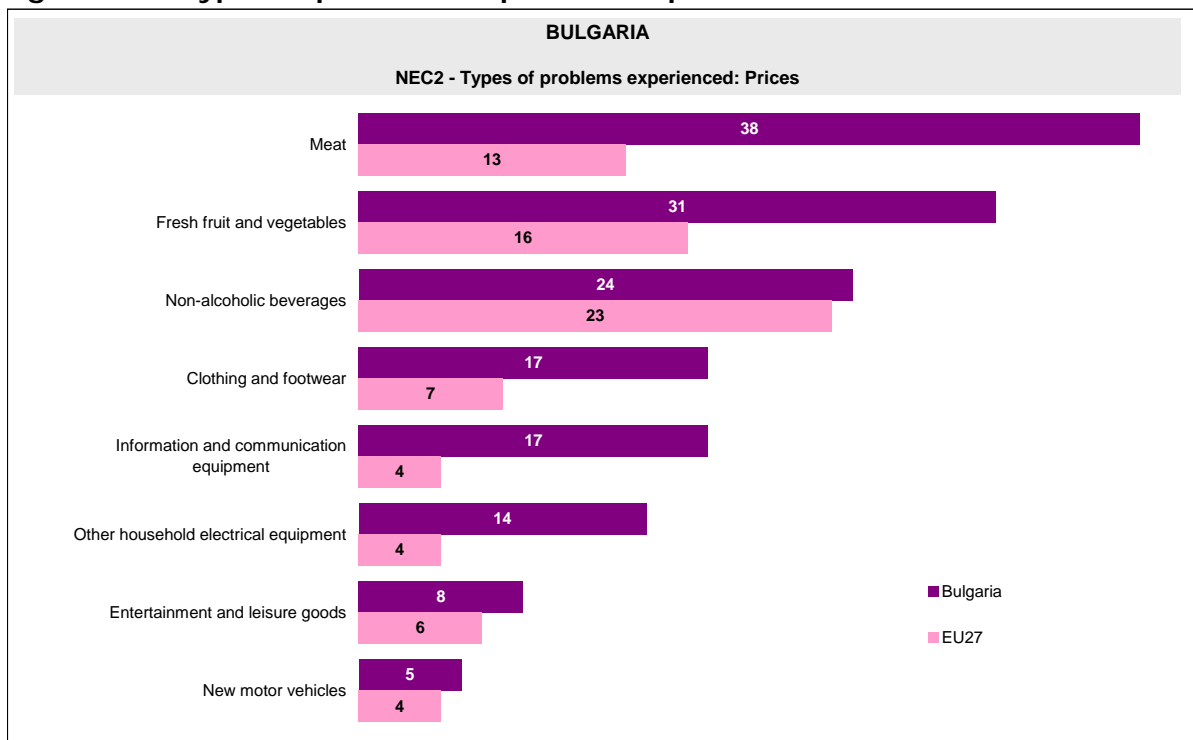


Figure 41 – Types of problems experienced: quality of service



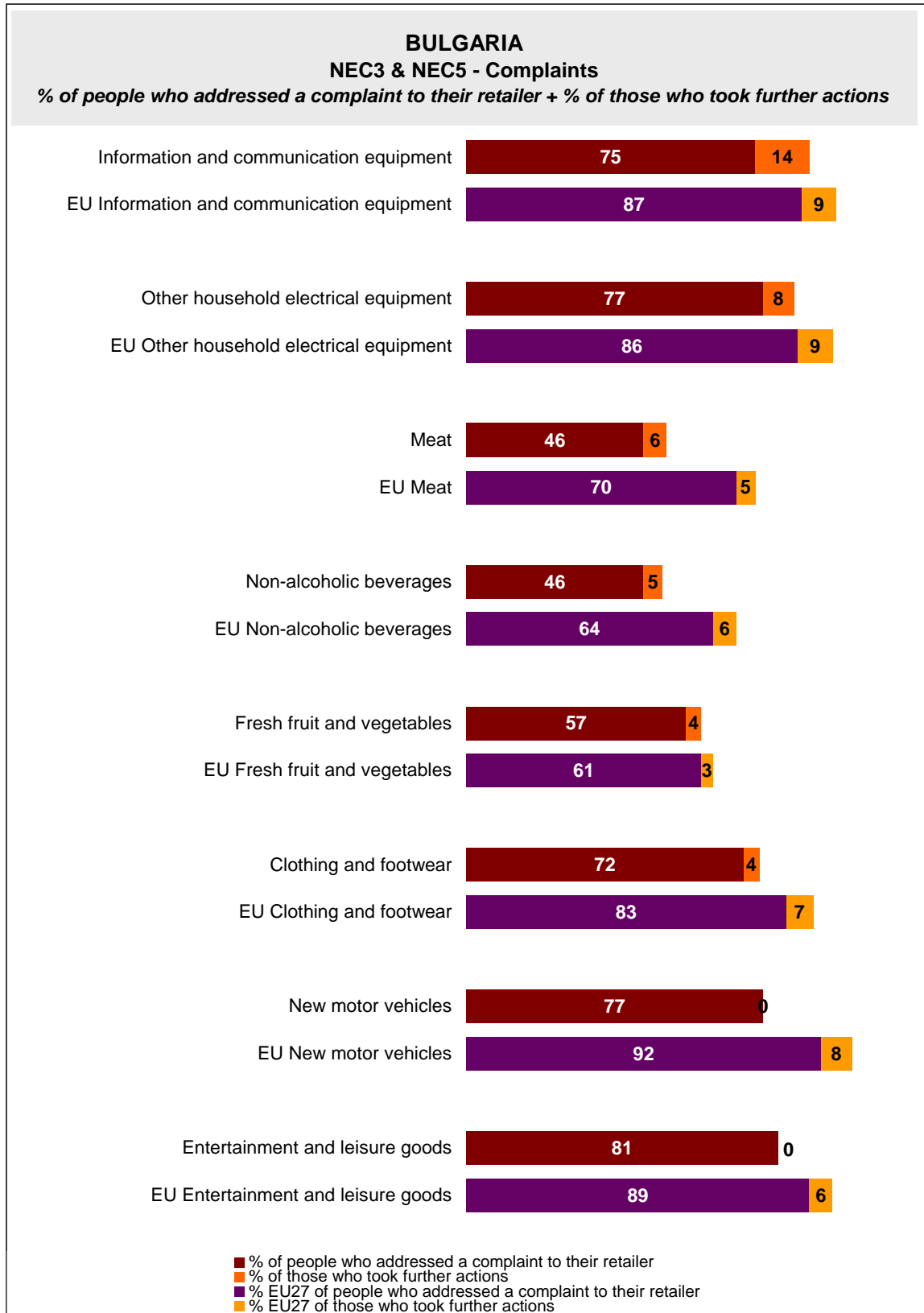
¹ Due to the small bases, these figures should be considered only as indicative.

Figure 42 – Types of problems experienced: prices



4.3. HANDLING OF COMPLAINTS

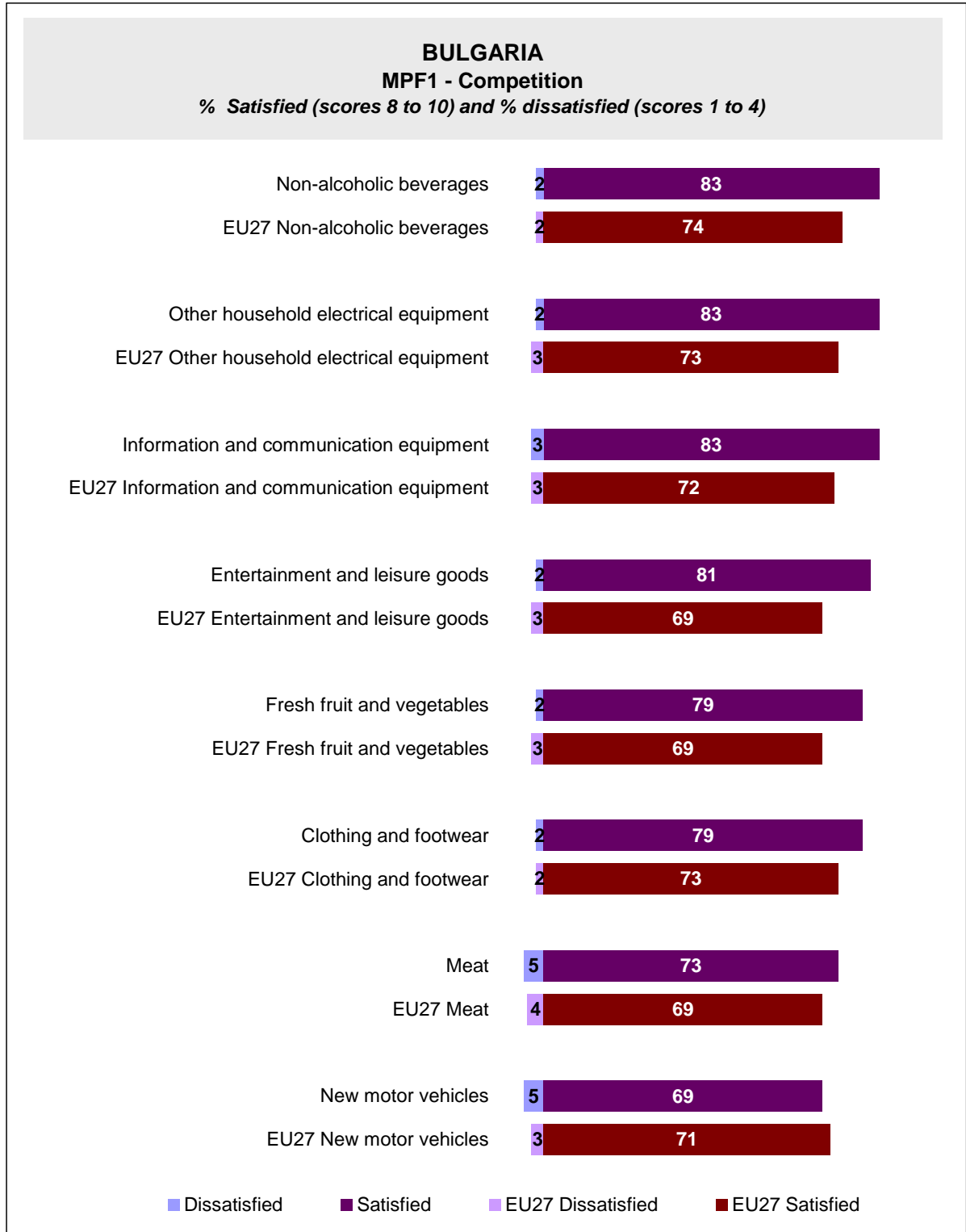
Figure 43 – Complaints



5. Market factors and commitment

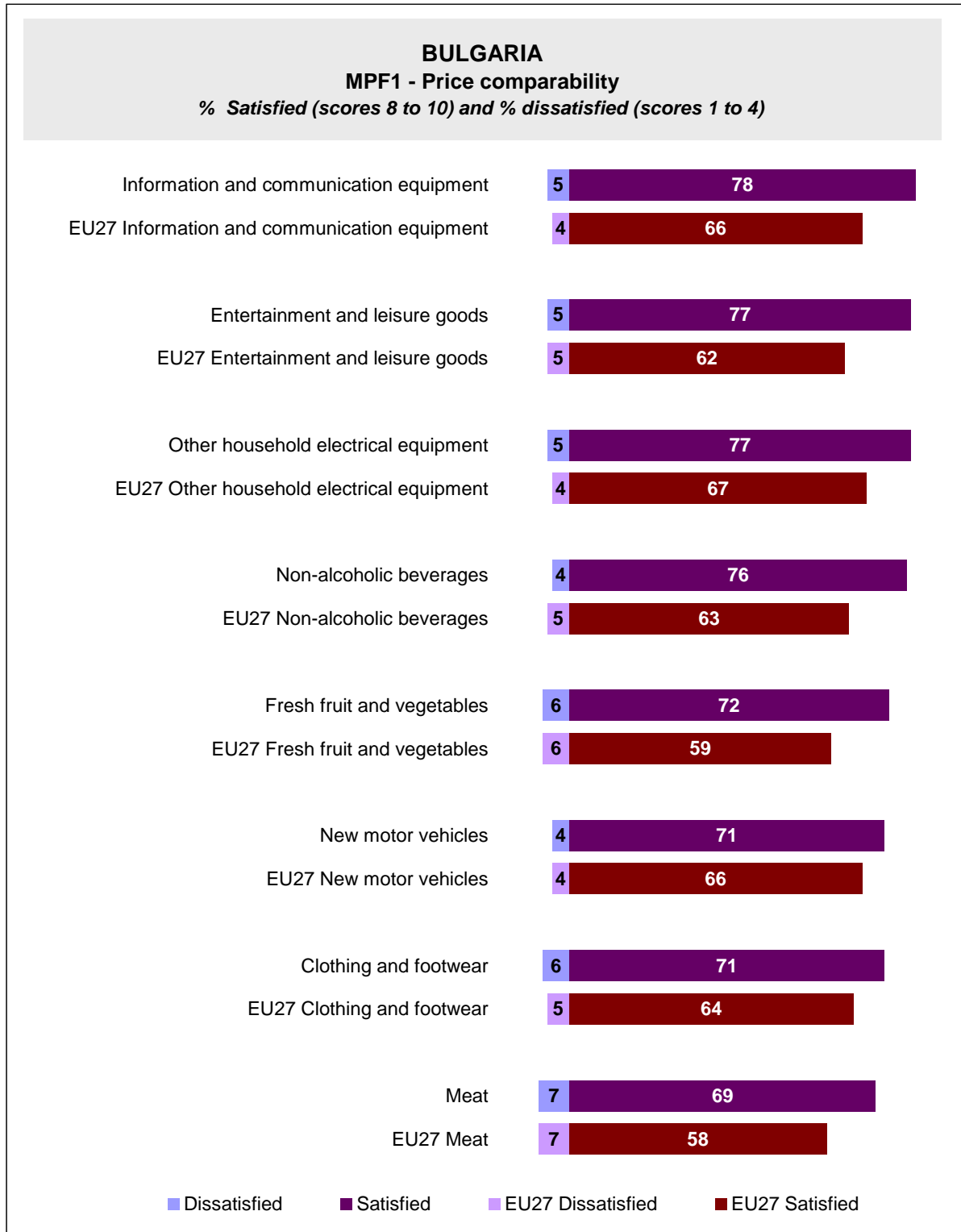
5.1. COMPETITION

Figure 44 – Satisfaction with the market characteristics: competition



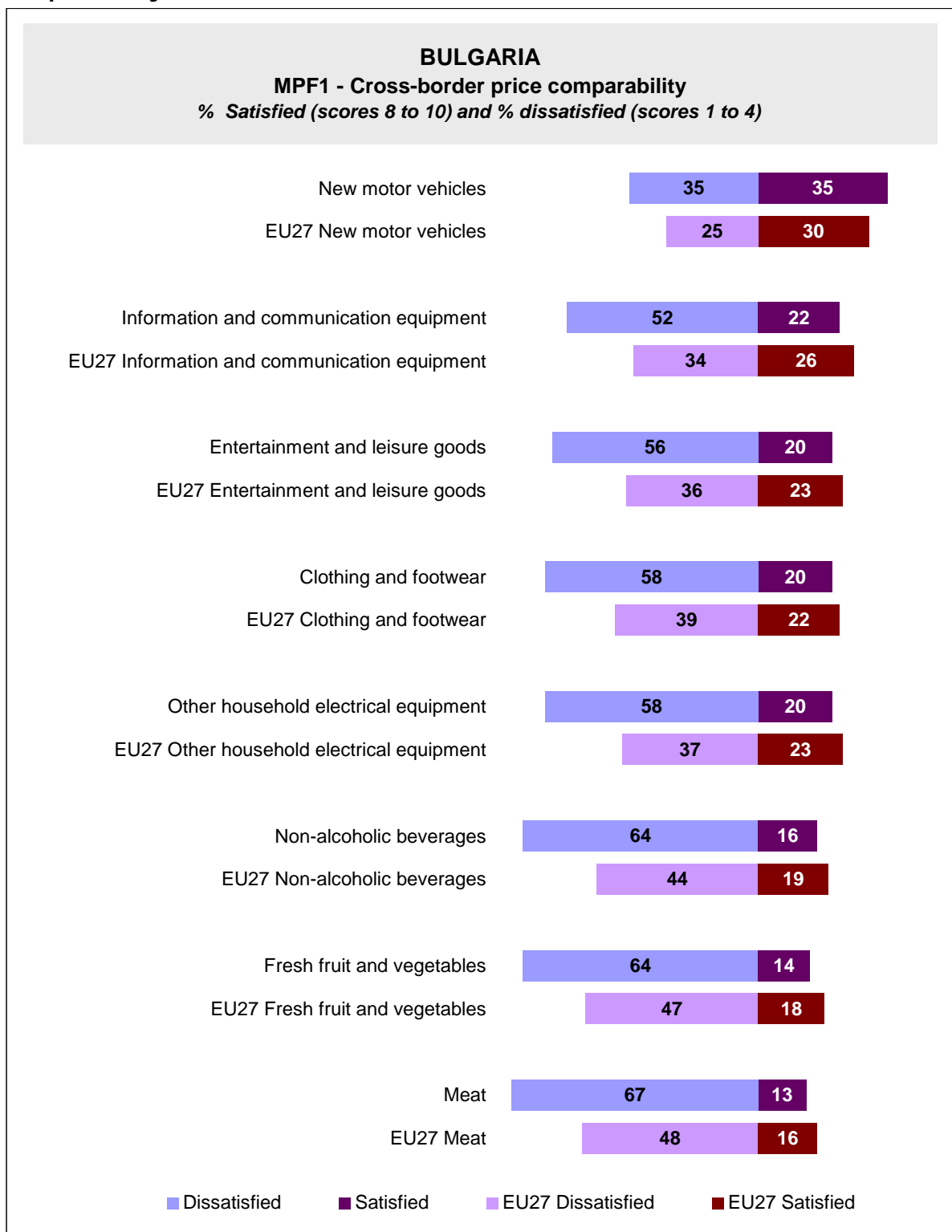
5.2. PRICE COMPARABILITY

Figure 45 – Satisfaction with the market characteristics: price comparability



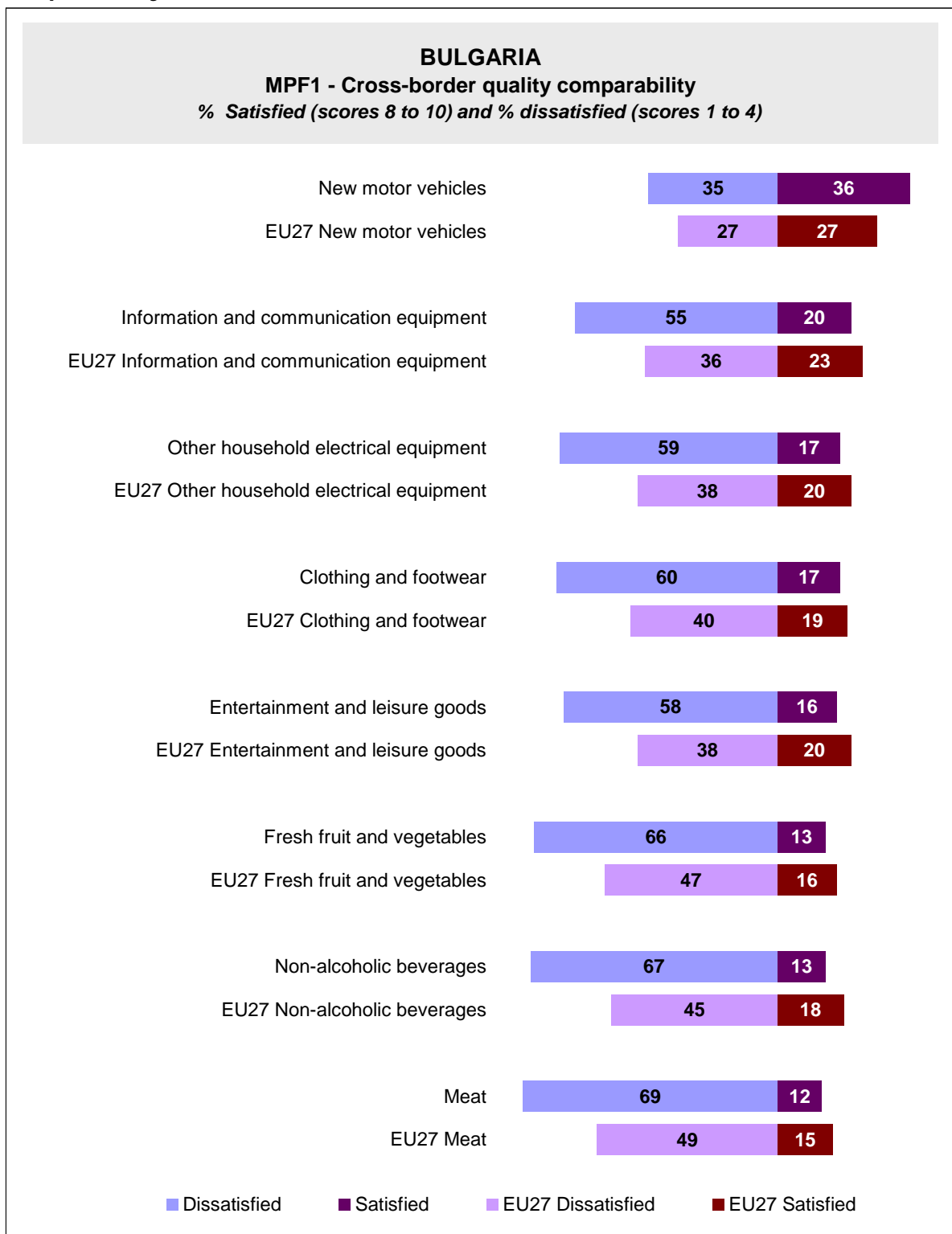
5.3. CROSS-BORDER PRICE COMPARABILITY

Figure 46 – Satisfaction with the market characteristics: cross-border price comparability



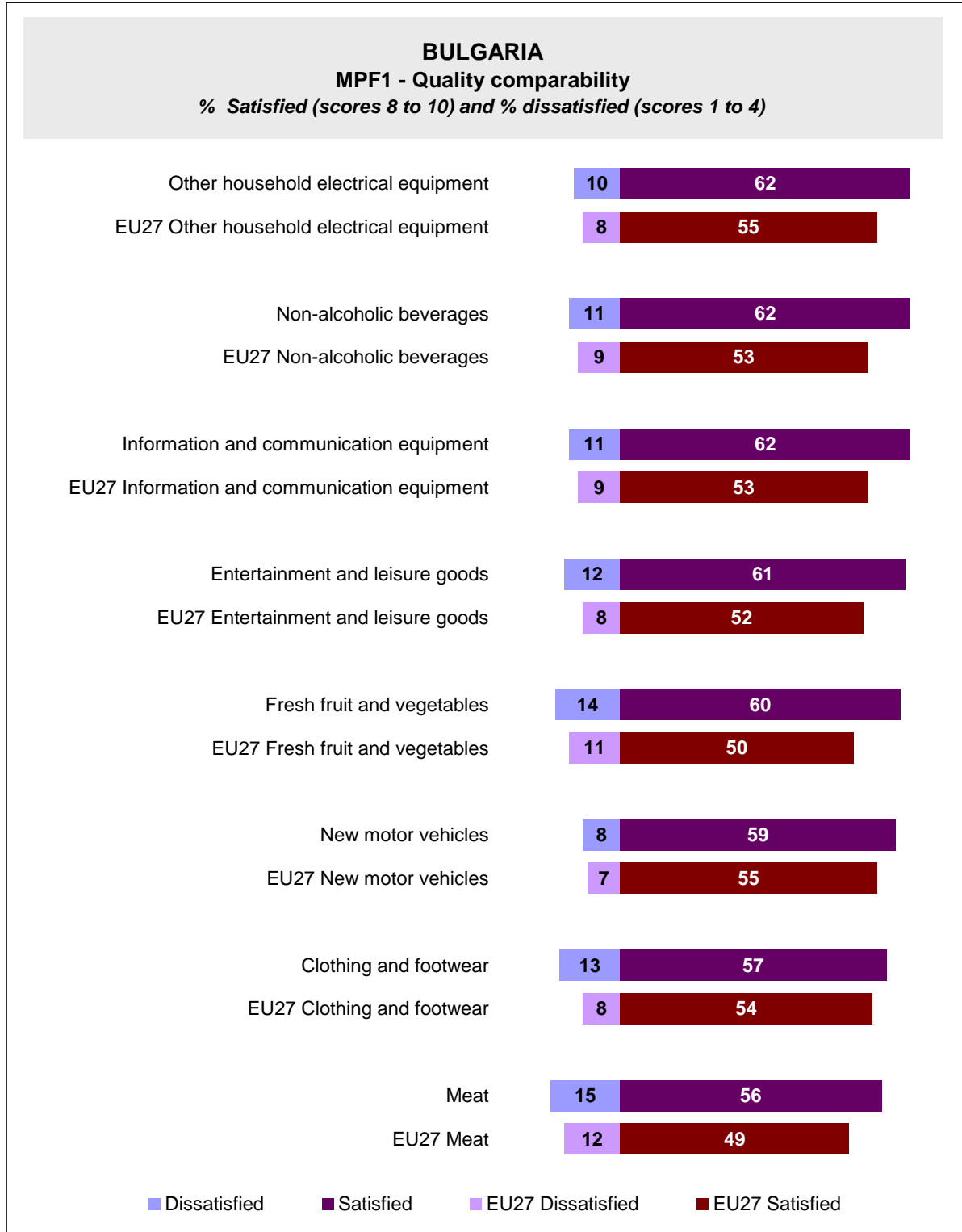
5.4. CROSS-BORDER QUALITY COMPARABILITY

Figure 47 – Satisfaction with the market characteristics: cross-border quality comparability



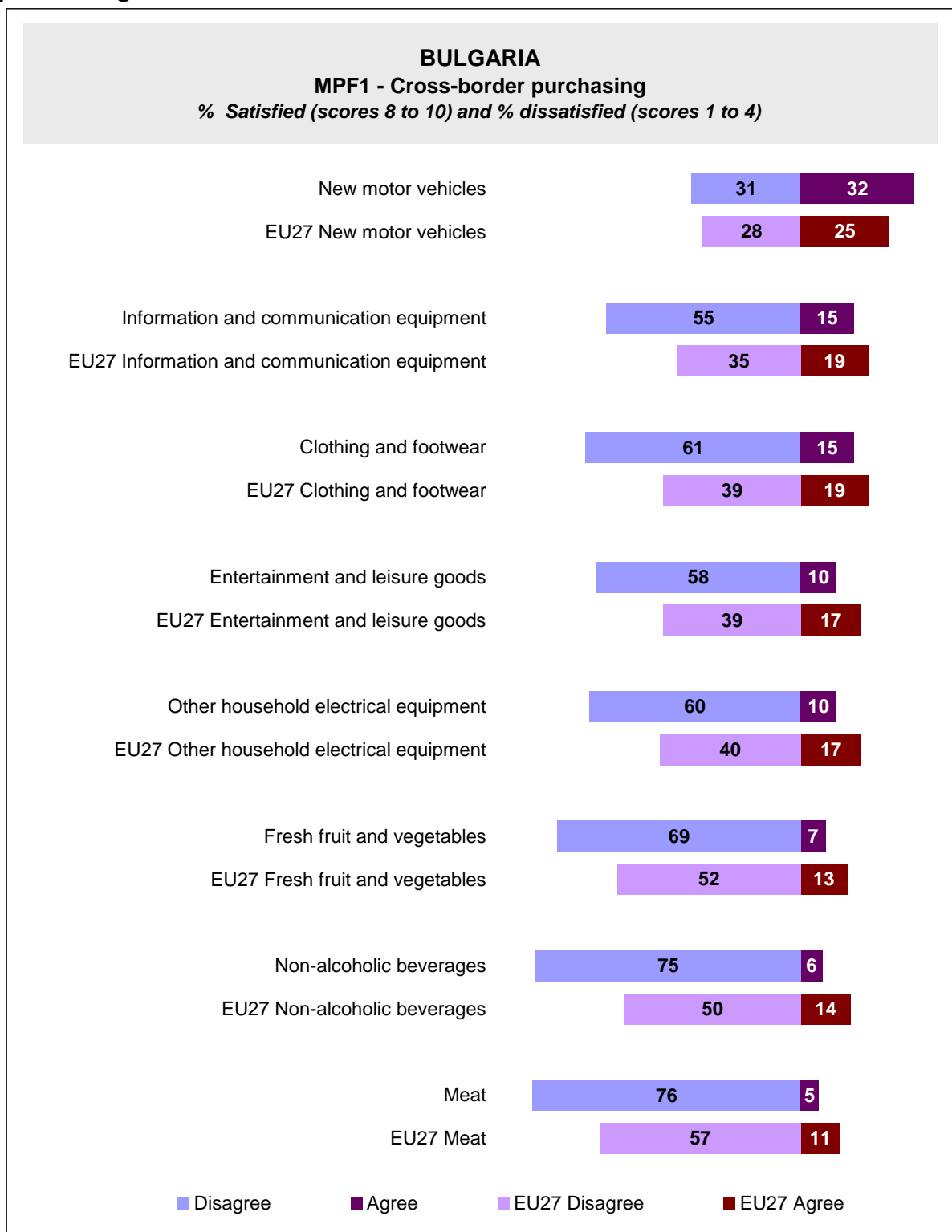
5.5 QUALITY COMPARABILITY

Figure 48 – Satisfaction with the market characteristics: quality comparability



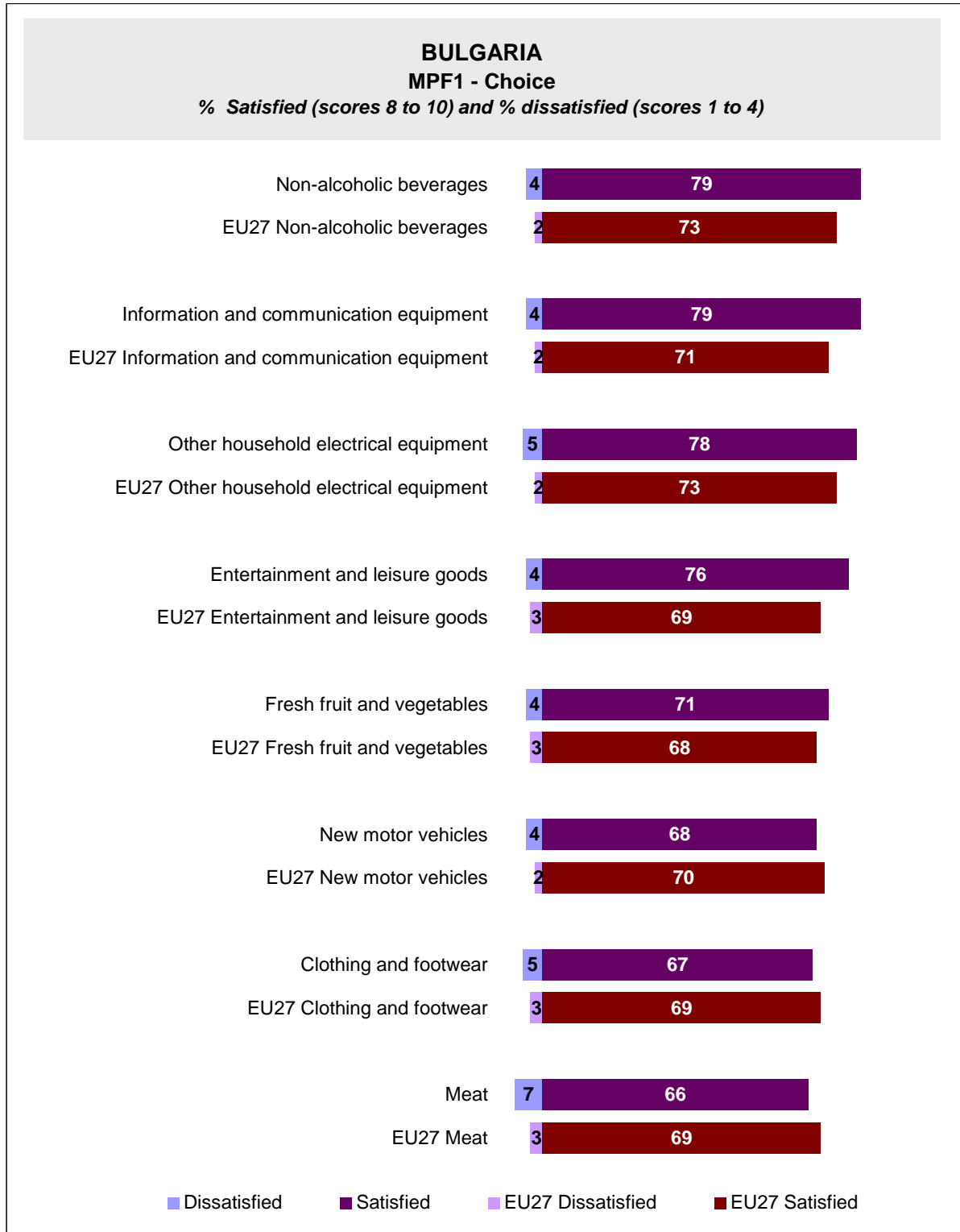
5.6. CROSS-BORDER PURCHASING

Figure 49 – Satisfaction with the market characteristics: cross-border purchasing



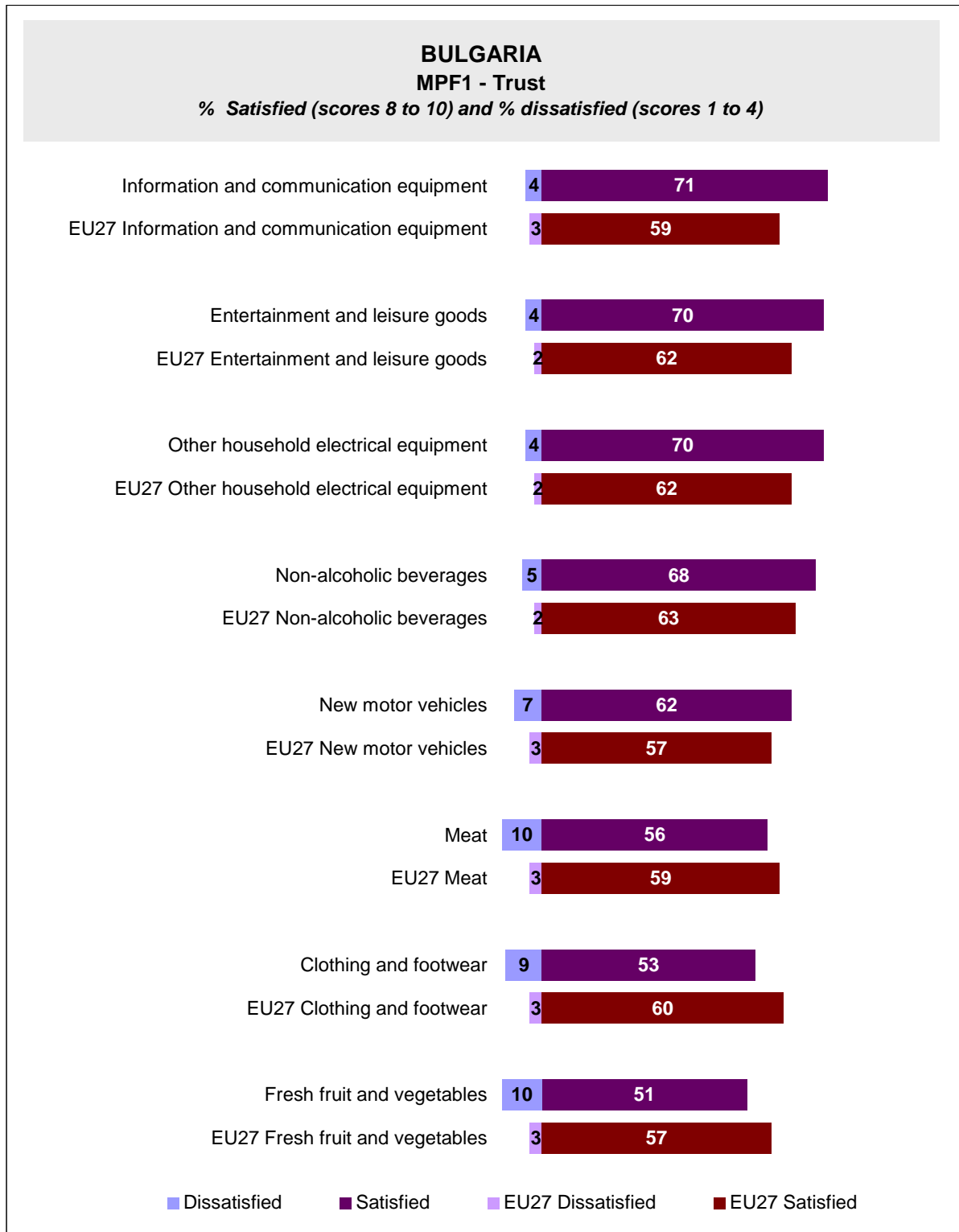
5.7. CHOICE

Figure 50 – Satisfaction with the market characteristics: choice



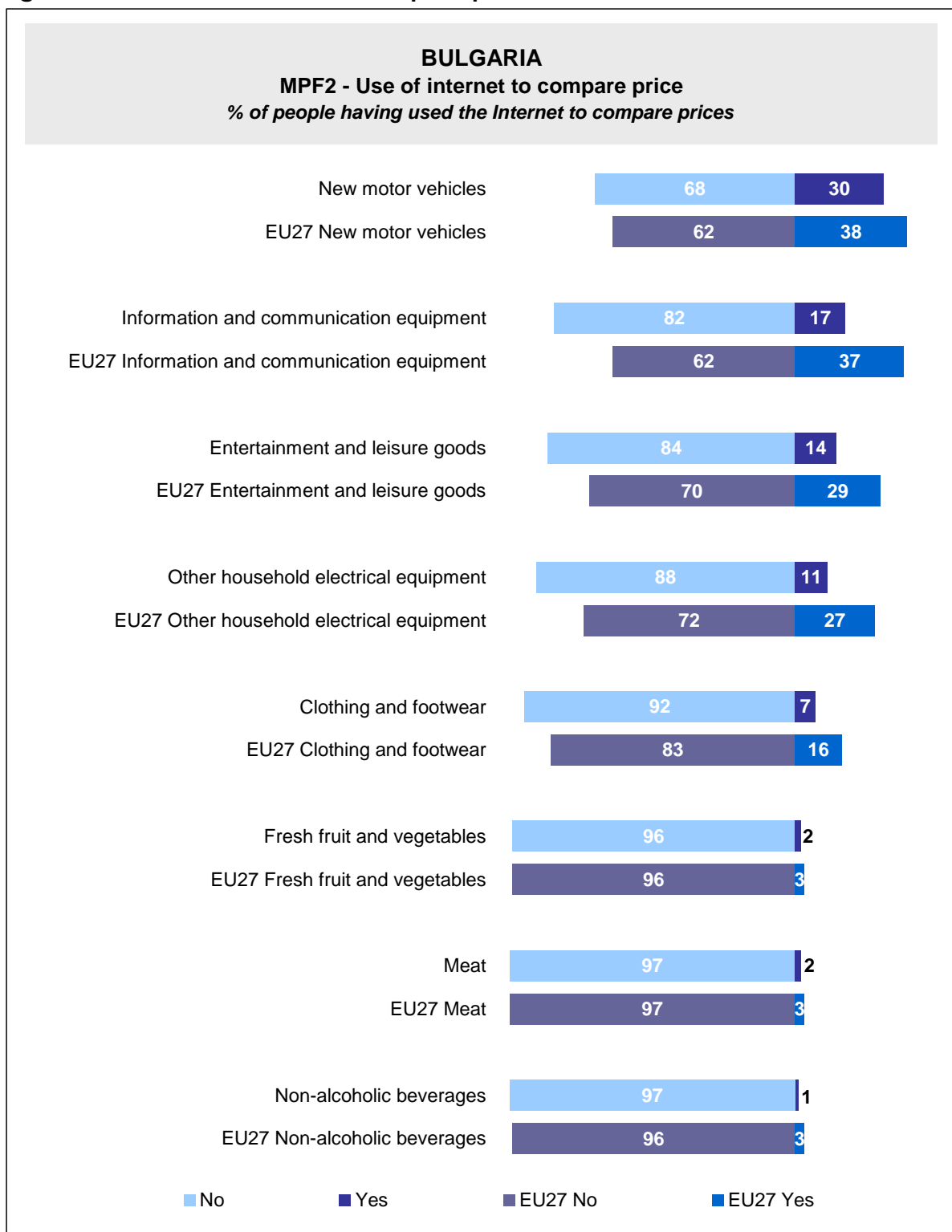
5.8. TRUST

Figure 51 – Satisfaction with the market characteristics: trust



5.9. PRICE COMPARISON ON THE INTERNET

Figure 52 – Use of internet to compare prices



5.10. COMMITMENT

Figure 53 – Commitment to retailers

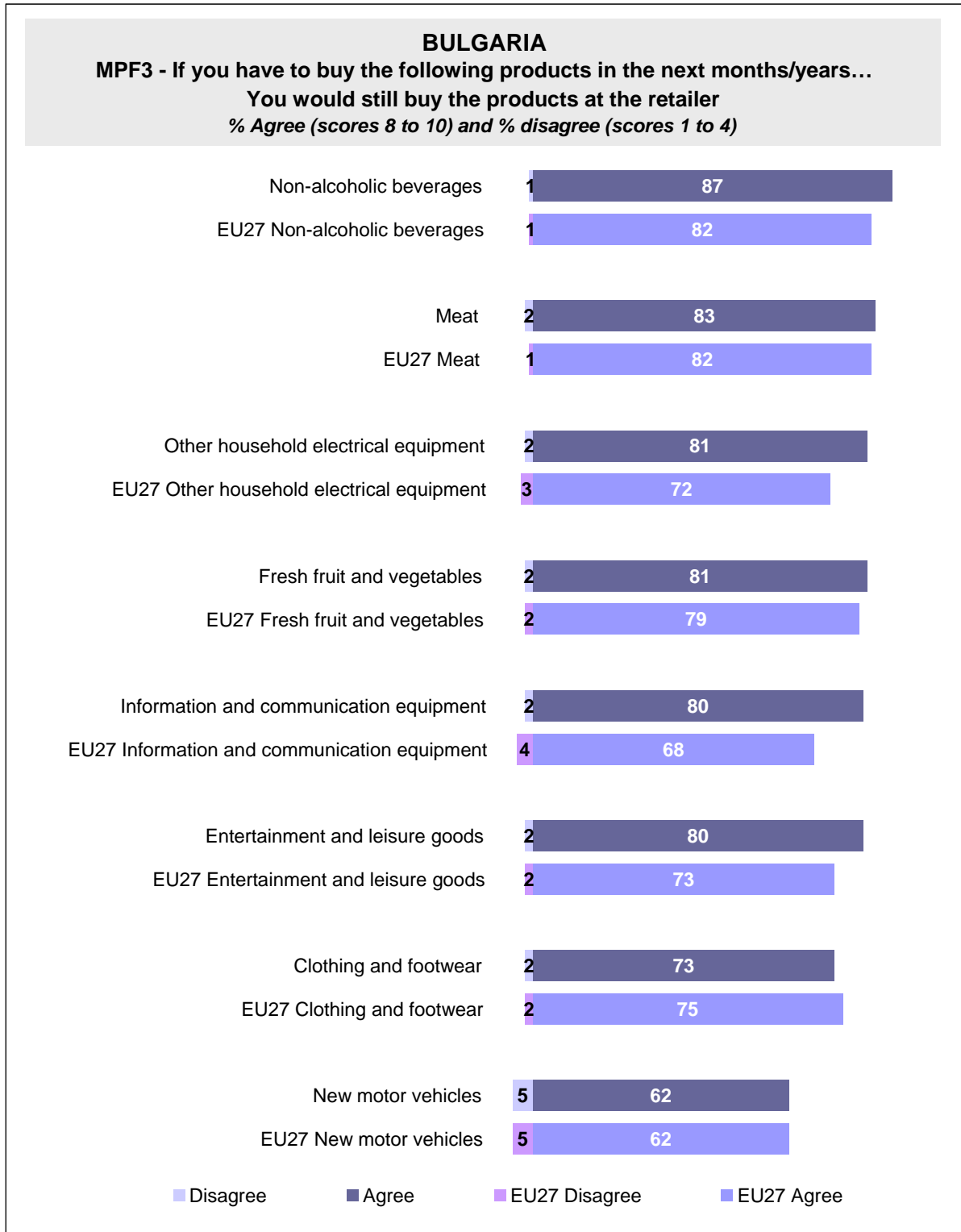
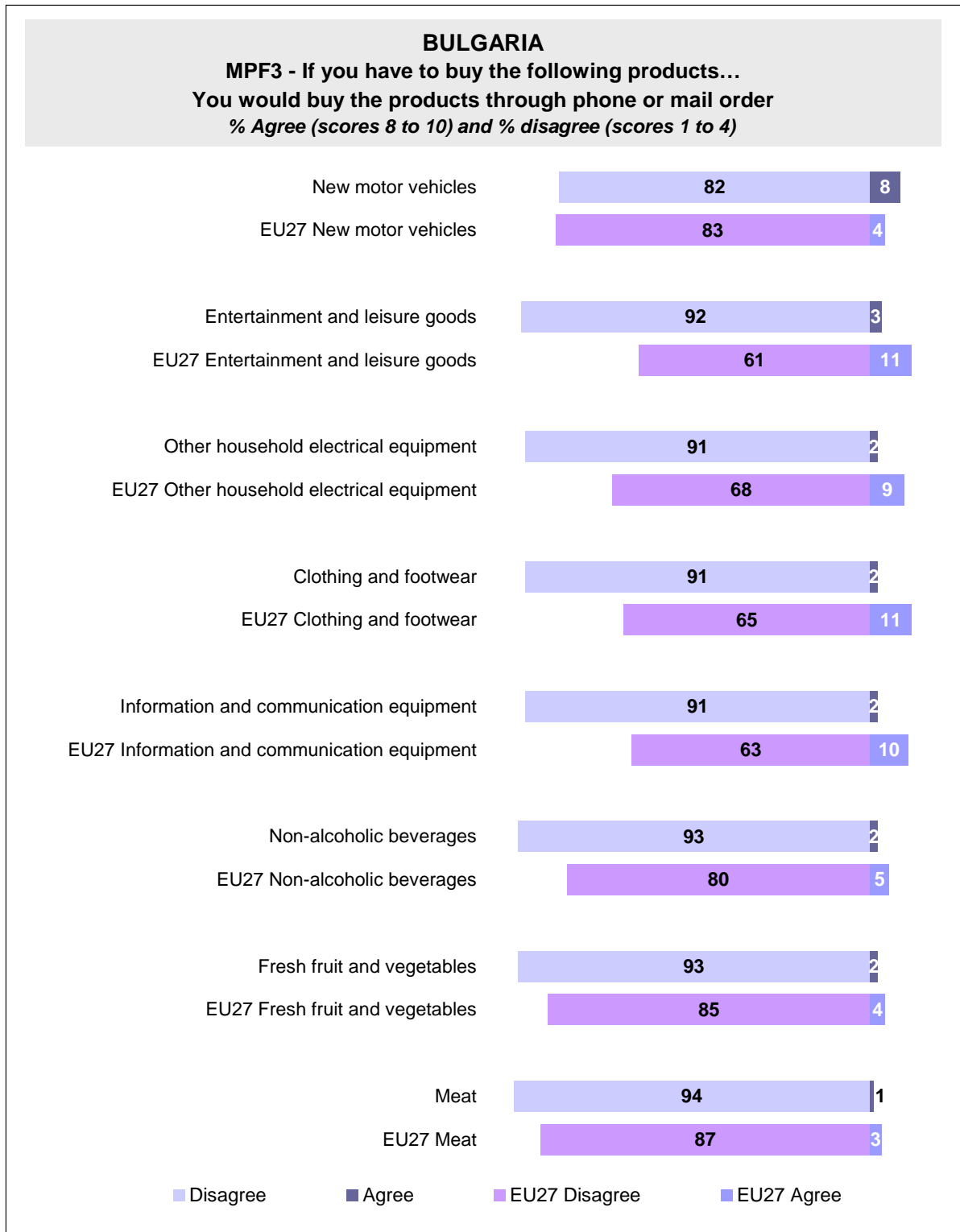
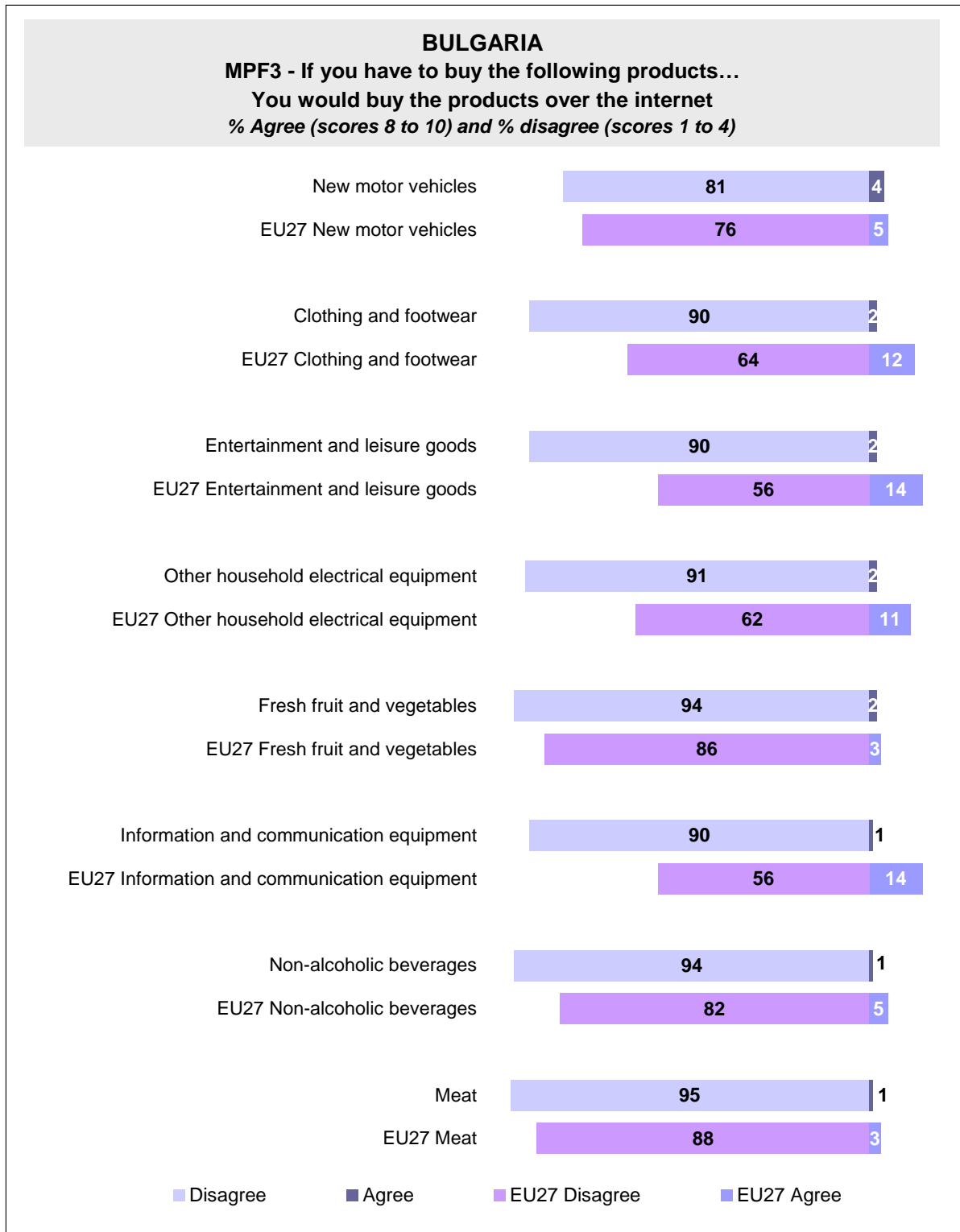


Figure 544 – Would buy through phone or mail order



BASE: Those who did not buy [PRODUCT] through phone or mail order

Figure 555 – Would buy over the Internet



BASE: Those who did not buy [PRODUCT] over the Internet

Figure 566 – Would buy in another EU-country

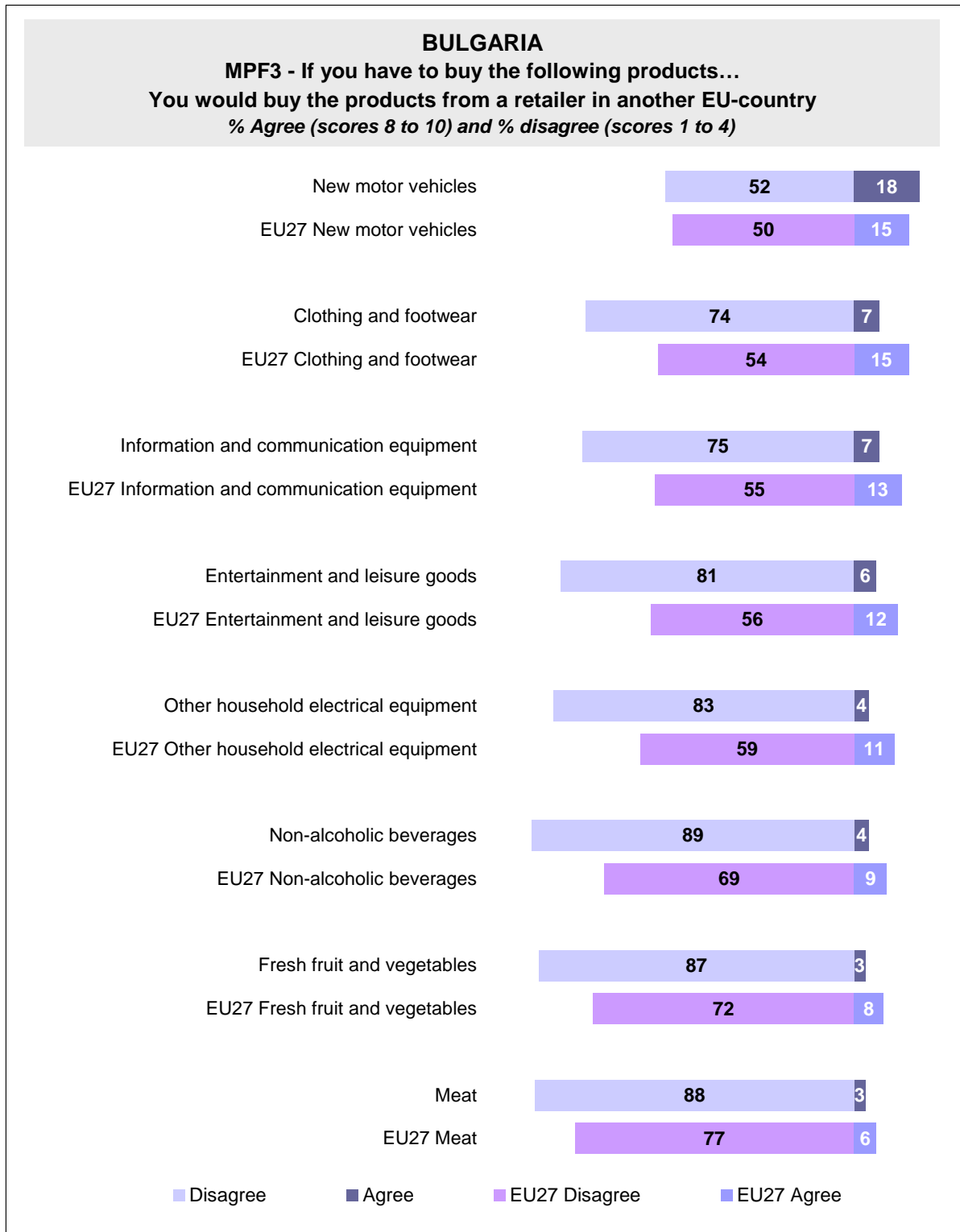


Figure 577 – No convenient alternative to retailer

