

Market Compass: Bulgarian Lifestyles 2009

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Abstracts

In Market Compass: Bulgarian Lifestyles 2009 you will find a consumer map of Bulgaria which gives a clear view beyond demographics. By describing both consumers' behaviour and motivation, this report provides knowledge that will improve the accuracy of marketing forecasts and will refine product-specific segmentation.

The analysis begins with a macroeconomic preview of Bulgaria. It outlines the dynamics of the local environment in which consumer lifestyles develop.

The report continues with the three main factors that drive the segmentation of Bulgarian consumers. As expected, social status is the most significant factor. The second factor is the attitude towards the world and new technologies. It determines to what extent people feel they are a part of the world and alter their lifestyle accordingly or whether they choose to be more conservative. The third factor that probably gives the most interesting view of the people's lives is the attitude towards family values and heritage. We discovered that this factor is a good proxy for consumer self-confidence which is also an important driver of market behavior.

On the basis of these three factors seven lifestyle groups were determined:

The Active - highest social status, interest in the world and new technologies, respect for family values and heritage. They are the 9% of the society who work actively for their success and achieve it.

The Content - higher social status, interest in the world and new technologies, respect for family values and heritage. They are similar to the Active in their lifestyle though the main difference is that they feel they have achieved a lot and they are satisfied with their status.

The Indifferent – higher social status, interest in the world and new technologies, lack of family values and heritage. The lack of self-confidence and pride of the Indifferent makes them apathetic and passive in their lifestyle - no clear goals and motivation for development.

The Passive – average social status, average interest in the world and new technologies, average respect for family values and heritage. They are people who prefer to follow, and yet, do not like to stay far behind. They try not to demonstrate extreme positions in thinking or behaviour.

The Rejective – lowest social status, lack of interest in the world and new technologies, lack of respect for family values and heritage. The lack of self-confidence and pride leads to contempt towards the world and to denial of the new, the old and the current.

The Positive – lower social status, interest in the world and new technologies, respect for family values and heritage. The greater openness of the Positive gives them a deeper and more exploring vision of life despite of the constrained budget.

The Confined – lower social status, lack of interest in the world and new technologies, respect for family values and heritage. They focus their lives on their home and family.

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Values and attitudes

The challenges, brought on by the future and the unknown, is the fuel that energizes and motivates them

Demography

Their higher education and age give them an opportunity to have more choices for work, to reach higher positions on the social ladder and to develop their abilities

Home and household possessions

Personal finance

Household purchases

Food and beverages

Their menu is diversified because their higher income and open-mindedness remove the barrier of the risk of trying new products

Personal purchases

Personal care

Free time

Traveling and vacations

The new wave of spending holidays overseas is mainly driven by people of this cluster

Transport

Media consumption

Internet

Expenditures

5.2 Content

Values and attitudes

The strong devotion to their heritage gives them comfort and self-confidence, that they have found their place in society

Demography

Home and household possessions

Personal finance

Household purchases

They prefer appliances with maximum features

Food and beverages

Personal purchases

Personal care

Connected to passive activities like drinking lots of water, relaxing, keeping track of weight

Free time

Traveling and vacations

Transport

Personal car is the most popular vehicle

Media consumption

Traditional media – radio and daily press – play a significantly more important role

Internet

Expenditures

5.3 Indifferent

Values and attitudes

The lack of values and any sense of belonging whatsoever deprive them of history and identity in the world that they are headed for

Demography

This is the youngest cluster with average age of 34,2 years

Home and household possessions

Personal finance

Household purchases

Food and beverages

It doesn't matter if the products give them variety in eating, if they are healthy, rich and with less fat

Personal purchases

The most significant category is mobile phones

Personal care

Free time

The most popular activities are going out with friends or surfing on the computer

Traveling and vacations

Transport

Media consumption

The only cluster in which there are some people who say that they do not seek to inform themselves

Internet

Expenditures

5.4 Passive

Values and attitudes

People whose behaviour pattern is to follow – never falling behind but also never leading

Demography

Home and household possessions

Personal finance

Household purchases

Food and beverages

Personal purchases

They have a practical view towards clothing – they change it when it wears out

Personal care

Free time

Traveling and vacations

Transport

Media consumption

Internet

They feel uncertain about new things and this reflects on the way they use the Internet

Expenditures

5.5 Positive

Values and attitudes

People with contemporary attitudes but constrained resources

Demography

Home and household possessions

Lack of a home mortgage is characteristic of the cluster

Personal finance

13% save and 14% were granted consumer loans

Household purchases

Food and beverages

Personal purchases

Personal care

The right way of eating and regular medical exams are the key to good outer appearance and health

Free time

Family is the center of their world and everything revolves around it

Traveling and vacations

Transport

The main vehicle that they use is the bus

Media consumption

Internet

Expenditures

No matter how little money remains after covering their necessary expenditures, they always save for gifts for their relatives

5.6 Confined

Values and attitudes

Locked from the world and turned exclusively to the family

Demography

They are the eldest group

Home and household possessions

Personal finance

Household purchases

Food and beverages

They are not interested in the nutritional value of the products

Personal purchases

Personal care

Free time

Traveling and vacations

Transport

Media consumption

Internet

Expenditures

5.7 Rejective

Values and attitudes

Offended by the world, they actively avenge it by not accepting anything from it

Demography

The highest share of unemployed people in active age

Home and household possessions

Personal finance

Household purchases

Food and beverages

Personal purchases

Personal care

Free time

Traveling and vacations

Transport

Media consumption

They inform themselves through TV and radio

Internet

Expenditures

They spend about half of their disposable income on cigarettes, alcohol and mobile phone services

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How does the size of a segment, together with its activity, reflect on the overall profile of the consumer in a certain market?

7. APPENDIX

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