

Market Compass: Bulgarian Lifestyles 2011

<https://marketpublishers.com/r/M709177CCFBEN.html>

Date: May 2011

Pages: 184

Price: US\$ 3,036.00 (Single User License)

ID: M709177CCFBEN

Abstracts

The seven Bulgarian consumer lifestyle groups, defined in the previous editions of the report, had one more tough year of economic crisis to go through. Unlike 2009, when the crisis was more in the minds of the Bulgarians and not so much in their real lives, 2010 is the first year in which the crisis has become not only a perception, but a real physical expression which for most people was not easy at all.

As a result of this objective lack of free money and additionally imposed subjective restrictions on the expenditure, the value of money for the Bulgarians has increased to a high degree and in 2010 they spent money very difficult. It has become a common practice to seek buying cheaper products and products in promotion. In the developed economies, where the consumers have high disposable income, the crisis has brought economy in their consumer behavior, while in Bulgaria the consumers has begun to split a penny into two. It is not possible for most of them to optimize and spend more reasonably their income, simply because it is very low and has never allowed extravagance.

Despite the crisis has been felt strongly by almost all segments, their reaction is quite different. This report reveals how the economic crisis affected the seven lifestyle groups, the subsequent changes in consumption and behavior and examines the differences between the groups.

Reasons to buy:

7 lifestyles segments, that describe all Bulgarian consumers

Behaviour, motivation, values and attitudes of these segments

3-year dynamics and trends of their market behaviour

Effects of the crisis on the segments provided with explanation

Media behaviour of the segments

Please note, when buying this report, you also receive the Bulgarian Lifestyles 2009 and 2010 edition.

Contents

1. GOALS OF THE REPORT

2. EXECUTIVE SUMMARY

3. MACROECONOMIC INDICATORS OF BULGARIA

Major macroeconomic indicators

Income and consumption of the households

For a second year in a row the crisis in Bulgaria created conditions for closer patterns of consumption between working people and pensioners

4. METHODOLOGY AND PARAMETERS OF THE RESEARCH

5. HOW DID THE CRISIS CHANGE CONSUMER BEHAVIOUR?

What happened in 2010?

The initial fear for the future and the cutting of all unnecessary expenditures are now replaced by an adjustment to life in crisis conditions

How was 2010 for the different consumer segments?

6. TRENDS IN CONSUMER BEHAVIOR OF THE BULGARIANS

Telecommunications and technology

Personal finance

Eating habits

Personal care

Free time

Internet presence

Shopping places

7. DYNAMICS IN CONSUMER BEHAVIOR OF THE SEGMENTS

7.1 Active

Consumer profile

Entering 2011

Change in consumer behaviour

Although more than half of the Active abstain from significant purchases, this share is

far lower than the overall average

- Household purchases
- Personal finance
- Eating habits
- Personal purchases
- Personal care
- Free time
- Telecommunications and technology
- Media consumption

7.2 Content

- Consumer profile
- Entering 2011

Although by a little, spending has increased and the Content preserved their consumption profile

- Change in consumer behaviour
- Household purchases
- Personal finance
- Eating habits
- Personal purchases
- Personal care
- Free time
- Telecommunications and technology
- Media consumption

7.3 Indifferent

- Consumer profile
- Entering 2011
- Change in consumer behaviour
- Household purchases
- Personal finance
- Eating habits

The Indifferent are fans of ready-to-serve and takeaway food, which is also confirmed by increased consumption of processed meat products

- Personal purchases
- Personal care
- Free time
- Telecommunications and technology
- Media consumption

7.4 Passive

- Consumer profile

Entering 2011

Change in consumer behaviour

Household purchases

Big purchases are a great problem and, in turn, there is a decrease in purchases of automobiles – both new and second-hand

Personal finance

Eating habits

Personal purchases

Personal care

Free time

Telecommunications and technology

Media consumption

7.5 Positive

Consumer profile

Entering 2011

Change in consumer behaviour

Household purchases

Personal finance

Eating habits

Personal purchases

Personal care

Free time

Telecommunications and technology

The Positive are using even more e-mail, search engines and instant messages

Media consumption

7.6 Confined

Consumer profile

Entering 2011

Change in consumer behaviour

Household purchases

Personal finance

Eating habits

Personal purchases

Personal care

Free time

Telecommunications and technology

Media consumption

During the morning the Confined watch television – more than any other segment

7.7 Rejective

Consumer profile

Entering 2011

Contrary to the other segments, the Rejective expect the most to have problems with repayment of their loans and expect the least to be able to save more

Change in consumer behaviour

Household purchases

Personal finance

Eating habits

Personal purchases

Personal care

Free time

Telecommunications and technology

Media consumption

8. APPENDIX

I would like to order

Product name: Market Compass: Bulgarian Lifestyles 2011

Product link: <https://marketpublishers.com/r/M709177CCFBEN.html>

Price: US\$ 3,036.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M709177CCFBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970