

Analytical reference «Segmentation of the consumers based on the motives of choice of the confectionery trademark»

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Methods of research

1. Qualitative research. Depth interviews with the confectionery consumers. Sampling – 50 respondents. The interviews were held with the purpose to single out the motives of choosing the confectionery trademarks by the consumers, and afterwards to divide the consumers into segments based on this division (in the course of the following stage of the quantitative research);
2. Quantitative research. Standardized interviews with the confectionery consumers (representative all-Russian sampling, 800 respondents). The goals of this research were to evaluate the volume of the buyers' segment, singled out by the major motive of choice within each of the consumers' segment, and also to evaluate the most well-known brands from the point of view of their corresponding the values which are being sought by the consumers

Abstract

The analytical reference offered below represents applying the innovative method of segmenting the consumers based on segmentation of the consumers on the motives of choice in the confectionery market. The offered method of segmentation of the confectionery consumers gives satisfactory reasons for success and failures of the most of the trademarks in confectionery on the Russian market. It allows to see the hidden marketing possibilities and effective marketing strategies in the conditions of the formed market. In this analytical reference we present the complete description of behavior of the representatives of each defined segment, besides the main motive of the trademark choice we show some additional motives, and give the quantitative data about the structure of the motives of the consumers' groups. We analyze the composition of the largest consumers' groups from the point of view of socio-demographic parameters.

We offer the consumers' estimation of 17 most well-known trademarks of confectionery by key factors of the brand effectiveness.

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