

Analytical reference «Segmentation of consumers by their motivation of choice of the trademark of sausages»

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Methods of the research

1. Qualitative research. Depth interviews with sausages consumers. Sampling – 50 respondents. The interviews were conducted with the purpose to determine consumers` motivation and then to divide consumers into segments (at the next stage of the quantitative research).

2. Quantitative research. Standardized interviews with sausages consumers (representational sampling in Moscow, 800 respondents) were conducted. We pursued the following objects in this work - evaluate proportion of buyers segments, which were found on the basis of the main choice motive, carry out estimation and analysis of supplementary motives, which influence choice of a sausage trademark; evaluate the most popular sausages trademarks according to the values which are most important from the point of view of consumers.

Abstract

This analytical reference represents application of the innovation method – segmentation of consumers according to their motivation in the sausages market.

This method of segmentation of sausages consumers brings out clearly reasons for success and failures of the most sausages trademarks in the Russian market. It enables to see latent market reserves and effective marketing strategies in the existing market opportunities.

Here you can find comprehensive representation of typical behavior for each segment, besides the major motives the supplementary ones are considered and quantitative data about structure of motives according to groups of consumers is given. Socio-demographics parameters of the largest consumers groups are considered in detail.

Estimation of 17 most popular Russian sausages trademarks is made according to the parameters, which are determinant for brand success.

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