

Buyers' and consumers' behavior in the
confectionery market in large Russian cities (the
poles of consumers in 12 large russian cities)

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Methods of research

Personal standardized interviews with confectionery consumers. The total amount of sampling comprises 1400 respondents. The representative sampling was provided due to applying of quotas. We established the quotas by sex, age and income level according to socio-demographic parameters of universal set.

The region in which the research was held:

The European part of Russia, including Northern-Western, Central, Southern Federal Regions, Volga Region and the Urals. The interviews with the consumers were held in 6 cities having the population of more than 1 mln (Moscow, St. Petersburg Nijnij Novgorod, Samara, Rostov-on-the-Don, Yekaterinburg) and 6 cities having the population between 500 thousand and 1 mln people (Krasnodar, Yaroslavl, Saratov, Voronej, Lipetsk, Ulyanovsk).

Abstract

The research gives the insight into the characteristic features of buyers' and consumers' behavior on the confectionery market in the large Russian cities. We analyze the preferences of the places of purchase, places of consuming, motives of choosing of the trademarks of confectionery, preferences regarding the product's characteristics (types of taste additives, glazing, fillings; brand preferences; preferences regarding type and volume of the package; preferences regarding prices).

Separately we offer the analysis of behavior of active consumers, the structure of their consuming of confectionery as compared to the structure of behavior of an average consumer and the particular features of the buyers' and consumers' behavior of the active consumers.

Socio-demographic profiles of the consumers of different types of confectionery are also offered.

The segmentation of the consumers by the motive of choice of the trademark of confectionery is given and the behavior of each of the defined groups is described.

The goals of the research:

1. To define the socio-demographic structure of the consumers of each group of products. To define the dynamics of turning from one type of confectionery to another.
2. To define the groups of confectionery consumers with the most capacity as regards to the volume of consumption (singled out by socio-demographic, behavioral and motivating attributes)
3. To describe the consumers' behavior according to the following parameters:
 - a. Preferred places of consuming;
 - b. Preferred brands/ producers;

- c. Preferences regarding tastes, fillings, presence and type of glazing, presence and type of filling;
- d. Preferences regarding the type of packing;
- e. Preferences regarding the volume of packing;
- f. Major and additional motive of choosing the product;
- g. To describe the consumers' and buyers' behavior of the consumers' groups singled out by the main motive of choosing;
- h. Preferences regarding the retail prices for different products of confectionery.

Groups of products under study:

1. cookies (including sugar, short, dry, oatmeal, multi-layers, with fillings, glazed, assorted);
2. crackers and ship's biscuits;
3. waffles and waffle cakes;
4. spice-cakes;
5. fancy cakes and pastry;
6. muffins and babas;
7. Swiss rolls;
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