

# The most well-known brands of confectionery in Russia as viewed by consumers

<https://marketpublishers.com/r/M07AB88CCBFEN.html>

Date: September 2006

Pages: 30

Price: US\$ 1,170.00 (Single User License)

ID: M07AB88CCBFEN

## Abstracts

### Methods of Research

1. Qualitative research. Depth interviews with the confectionery consumers. Sampling – 50 respondents. The goal of the interviews is to reveal the brands of confectionery which are most well-known among the consumers.

2. Quantitative research. Standardized interviews with the confectionery consumers (representative sampling in Russia, respondents). The goals of the research are to draw the maps of perception of the most famous confectionery trademarks in the Russian market. We completed the maps of perception of 17 trademarks most famous on the national level of the confectionery trademarks.

### Abstract

This research represents the maps of perception of 17 brands of confectionery which are most well known to the consumers, among which:

«Yubilejnoe»

«Prichuda»

«7 days»

«Kolomenskoe»

«Tornado»

«Dan Cake»

«Zvezdnyj»

«Prince»

«Cheryomushki» and «Charodejka»

«SladKo»

«Russkaja Niva»

«Russian biscuit»

«Orion Choco-Pie»

«Pekar»

«Khlebnyj Dom»

«KelsenBiska»

In each map of perception the brand is evaluated by 11 parameters which are crucial for the success of the brand. These parameters are received on the basis of analyzing the motives of choosing of confectionery by the consumers: «variety of tastes, assortment», «originality», «reliability», «habits», «taste characteristics», «naturalness», «economy», «freshness», «prestige», «nostalgia», «low calories».

In conclusion we held the ratings of the most popular brands by knowledge, consumption and quotient of the brand effectiveness.

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