COBEREN Conference

Marketing Strategies New Clusters of Consumer Behaviour

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Marketing Strategies: New Clusters of Consumer Behaviour

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FOREWORD

The COnsumer BEhaviouR Erasmus Network (COBEREN) is a network developed to analyze consumption culture, consumer behaviour and the linkage among them in 30 countries in Europe. It is gratefully supported by the Lifelong Learning Program of the European Union.

The major aim of the COBEREN Conference is to present and disseminate the final and synthesized results of secondary, qualitative and quantitative research conducted during the duration of the project (3 years). Participating academics, marketing professionals, researchers, students, business communities and politicians will immerse in new and emerging contexts of consumer behaviour that most impacts beverage buying decisions in 30 European countries. This research bridges the currently existing knowledge gap of a synthesized knowledge pool on consumption culture and consumer behaviour in Europe.

Having applied an innovative cross-cultural research methodology design, academic experts present ideas and innovative multidisciplinary concepts as to what influences European consumers' motives, feelings or purchase decisions. The conference transfers this cutting edge knowledge to the participating industry representatives who beneficially can use it as an input for their national and international corporate strategies to most profitably reach their consumers. Hence, providing an effective nexus and communication platform between academy and industry is a further key aim of the conference reflected, for example, in discussion forums and round table discussions as integral parts of the conference program. Participating researchers and postgraduate students might find the findings as an extremely useful, most up to date informative starting point for their individual research designs. Last but not least, the provided knowledge is seen to have important societal implications as information is the basis for the civic world for developing values such as tolerance, but only when we know the ways for deciding and behaving which have to be differentiated due to the richness of European diverse cultures.

European academics submitted original papers for conference presentation and for publication in these conference proceedings. All papers and abstracts were double blind reviewed. The result of these efforts produced empirical, conceptual and methodological papers and abstracts involving all areas of beverage consumer behaviour in Europe. Summarizing, the most comprehensive and research bridging the qualitative and quantitative divide in 30 European countries, the up-to-dateness of the knowledge, and the academia-industry nexus make this conference unique in its kind, indeed.

Hans Ruediger Kaufmann and Yianna Orphanidou

ACKNOWLEDGEMENTS

Many people and organizations are responsible for the successful outcome of the COBEREN Conference.

It is acknowledged that a successful conference could not be possible without the special co-operation and care of the Reviewers for reviewing the papers that were submitted to this conference. Special thanks to the Session Chairs and Paper Discussants for taking the extra time to make this conference a real success.

Special thanks goes to all Coberen members for their continuous support of the Coberen project.

The last but not the least important acknowledgment goes to all those who submitted their work to be considered for presentation at the conference.

Carmen Rodríguez Santos

COBEREN Project Co-ordinator

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ALCOHOLIC VERSUS NON-ALCOHOLIC BEVERAGES: A DISCRIMINANT ANALYSIS ABOUT EXPLANATORY VARIABLES OF CONSUMER BEHAVIOUR

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ABSTRACT

There is presently little empirical data available on drinking behaviours in Europe. Also, there are a small number of cross-national studies that have analyzed drinking behaviors. Portugal and Spain, are traditionally associated to moderate consumption of wine with food. The current study used the *Coberen European Database* of Portugal and Spain to examine those variables that could discriminate the behaviour of individuals who chose to drink alcoholic versus non-alcoholic beverages. A discriminant analysis was performed on the variables of consumer behaviour that represent the idea of drinking. The discriminant function showed that the variables that best explain these differences in consumption are *being strong* and healthy versus *drinking for fun* and that related with the environment: *Stimulating versus Relaxing*. Also, were developed a cluster analysis to distinguish the various segments in each consumer group related with those variables that represent the different reasons that consumers might have for drinking alcoholic and non-alcoholic drinks. It was possible to indentify two clusters of consumers for those who prefer alcoholic drinks and another two clusters for those individuals who prefer non-alcoholic drinks. To identify the variables that best explains the differences between each of one of the two groups of consumers were develop two new discriminant analyses.

Key words: Consumer behaviour, alcoholic versus non-alcoholic beverages, cluster analysis, Coberen.

APPLYING BEST-WORST-SCALING TO WINE MARKETING:
A TYPOLOGY OF GERMAN CONSUMERS BASED ON MOST PREFERRED WINE ORIGINS

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ABSTRACT

Due to the ever-growing internationalisation of traditional eating habits and an increasing desire to improve the quality of one's life, wine consumption obtained socio-cultural significance and hedonistic value in widespread areas. Despite the increasing interest, consumers still seem to have a comparatively low level of knowledge with regard to wine – a circumstance which leads to an asymmetric distribution of information regarding the wine market. Thus, buyers are searching for alternative appraisal criteria, such as country of origin (COO) to evaluate a wine's quality. Dedicated to the fundamental question of what COOs are perceived as most important, the present study has two purposes: First, to rate selective COOs, by applying the methodology of best-worst (BW) scaling which assists in overcoming the limitations of classical scale-based surveys. The BW approach enables to obtain a full ranking of wine origins based on the answers of respondents regarding their most preferred items ('most' or 'best') and their least preferred items ('least' or 'worst'). Based on these results, the aggregated BW scores are then used to cluster wine consumers according to their favoured wine countries. This paper concludes with managerial implications and suggestions for further research in the field of wine marketing.

Keywords: Wine Marketing, Consumer Typology, Country of Origin, Best-Worst Scaling

ADDRESSING CONSUMERS' YEARNING FOR EXPERIENCE:
BOOSTING LUXURY VALUE THROUGH MULTI-SENSORY COMMUNICATION

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Abstract

Connected to the escalated consumers' experience orientation both the attention and the acceptance of promotional actions depend on the quality of experience. Especially in the context of luxury brands, which are more than other products bought for what they mean, beyond what they are, the sensory performance gains relevance. Experiential marketing of luxury goods requires a comprehensive understanding of the drivers of emotional customer experience. Therefore, the aim of the paper is the identification of possible design approaches in the context of creating multi-sensory experiences in luxury goods communication strategies. As an interaction between perceived luxury value dimensions and concepts of emotional product and brand differentiation, a multi-sensory communication approach - focusing on visual, auditory, tactile, olfactory and gustatory stimuli - in experiential luxury marketing is developed by the authors. The framework illustrates the interaction of the consumers perceived value dimensions in conjunction with the options of multi-sensory experience-oriented communication activities by companies. Against this backdrop and based on the conceptual model the authors advise that future research should focus on and empirically test the main research question: Whether and to what extent do multisensory stimuli impact upon customer perceived value in terms of financial, functional, individual, and social dimensions?

Keywords: luxury communication strategy, multi-sensory marketing, emotional customer experience.

THE INTERWEAVING OF LANGUAGE AND DECISIONS WITHIN A MULTI-LINGUAL, MULTICULTURAL RESEARCH PROJECT

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ABSTRACT

In this paper the diversity of languages and cultures in research teams is understood as a learning potential which adds value to researchers and the research outcomes itself. Language and cultural diversity of the team members constitute influences during the entire research process. Language not only bears the discourse within the research process but also the social process. Consequently, the language-related cultural characteristics influence content-related decisions and therewith the research results substantially.

Based on their experiences as members of two multi-lingual and multi-cultural business research projects, the authors present self-reflexively generated practical knowledge of how language issues are influencing decisions in both the research and the team process. This introspective approach aims for (1) getting access to implicit knowledge about social as well as research-immanent dynamics and the relevance of language, and (2) discussing influences on outcomes of research projects. It is suggested that researchers in multi-lingual and multi-cultural research teams should reflect on different pitfalls which derive from e.g. routinized decision making, decontextualising, or simplification. Finally, implications for the planning of multilingual and multicultural research teams respectively research designs are discussed.

Keywords: research project, inter-culturality, language

CHOICE OF WINE AND BEER IN EUROPEAN COUNTRIES

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ABSTRACT

While establishing a network of consumer researchers within the project COBEREN, a survey of consumers in 30 European countries was conducted in relation to both consumer behaviour and consumer preferences regarding the culture of drinking and various beverages. The paper is based on a hypothesis that consumers in South European countries usually choose wine, while North European countries prefer beer. To test this hypothesis, answers on one quantitative question, in which consumers had to mark on a scale what they prefer: beer, wine or other spirits, were summarised. In general, wine is preferred slightly more than beer in all the 30 countries. Women definitely more prefer wine in all the countries. Men choose beer more frequently than wine in France, Estonia, Malta, the Netherlands, Finland, Germany, Hungary, Island, Latvia, Lichtenstein, Lithuania, Slovakia, Sweden, Poland, and Turkey. Women in Lithuania choose beer very rarely. It is characteristic of Latvia that consumers having higher education prefer wine than beer. Conclusions. The traditional beverage of southerners – wine – is popular in the whole Europe, in the North European countries as well.

Introduction

According to the statistical data obtained in a study conducted by a European beer producer association – the Brewers of Europe – in 2011, the Czech Republic was the leader in beer consumption per capita in 2010 with 144 l a year, followed by Germany with 107 l, while the lowest beer consumption was observed in Turkey – only 12.4 l. (Brink, 2011)

The statistical data on annual wine consumption per capita indicate that the Vatican was the largest wine consumer in the world. Among the 30 European countries engaged in the project CoBeRen, the highest annual wine consumption per capita was in Luxembourg with 52.5 l, followed by France, Italy, and Portugal where the consumption ranged between 42 and 46 l. The lowest wine consumption was in Turkey with only 0.3 l per capita a year. In Poland it was 2.1 l, followed by all the three Baltic countries: Lithuania, Latvia, and Estonia. (Per capita... 2012)

The paper is based on a hypothesis that consumers in South European countries usually choose wine, while North European countries prefer beer.

Methodology

According to the data of a survey conducted within the project COBEREN, 5258 consumers were questioned in 30 European countries in the spring of 2011; the consumers were selected based on quota sampling by age and gender.

There were 6049 answers from the respondents that their most favourite alcoholic beverage (Priority 1 or 2) was wine or/and beer.

Results

According to the respondents, no strict division into beer- or wine-drinking countries was observed for the majority of the countries. Based on the choice of wine, one can say that Malta is a wine-drinking country (67.3% respondents). Wine as the first choice of the respondents was in Malta with 67.3%, France 60.6%, Bulgaria 61.0%, the UK 62.2%, and Romania with 59.7%.

However, the Czech Republic (68.4%), Ireland (58.9%), and Cyprus (53.3%) may be conditionally called beer-drinking countries, as their respondents preferred beer rather than wine.

Women preferred wine more frequently than beer; there were no country where women preferred beer. Women mostly preferred wine in Lithuania with 81%, Malta 79%, Estonia 77%, Latvia 76%, Ireland 75%, the Netherlands 75%, the UK 74%, and Poland with 71%. Men preferred beer, except the UK with 47.3%, Slovenia 44.7%, Romania 44.0%, Malta 41.4%, Italy 49.3%, Greece 48.8%, France 45%, Bulgaria 48%, and Belgium with 49%.

In the Czech Republic, beer was the first choice for people of all ages. Beer was the first choice for young individuals (aged 18-38) in Sweden, Cyprus, Germany, and Portugal, while at the age of 59 and over – in Sweden, Cyprus, Lichtenstein, and Lithuania.

For young individuals (aged 18-38) in Slovakia and Romania, the first choice was wine. Those aged 39-58 in Malta also preferred wine. The first choice was wine for those aged over 59 in Slovenia, Italia, Ireland, and the UK.

Those who had higher income more often preferred wine instead of beer, except Cyprus, Lithuania, and Spain; however, it may not be asserted that individuals with lower income would prefer beer more often than wine.

For sure, individuals with higher education (a master's degree or higher) more often chose wine than beer (except Cyprus). The same situation was with holders of a bachelor's degree, except Cyprus, France, Finland, Germany, Latvia, Lichtenstein, Portugal, and Poland.

People with primary education more often preferred beer.

Conclusions

The traditional beverage of southerners – wine – is popular in the whole Europe, in the North European countries as well

The choice of wine and beer is related not only to taste, enjoyment, national traditions, but also gender, age, education level, and income.

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DRINKING PATTERNS OF NON-ALCOHOLIC BEVERAGES IN THE EU

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ABSTRACT

Typical drinking patterns of non-alcoholic beverages are being analysed in our paper. We observe a broad variety in drinking behaviour of the sample (n=5259). It is tested in how far this variety results from the different cultural backgrounds of the respondents. In search of differences in preferences and in order to find out whether age, gender and countries are discriminative variables for non-alcoholic drinking behaviour, descriptive statistics with frequencies and cross tables have been calculated. No significant differences between income, gender and non-alcoholic beverages could be discovered using correlation analysis. Moreover, the quantity of consumption, the budget for non-alcoholic beverages and the type and brand of preferred non-alcoholic beverage and the circumstances and motives of consumption are being examined. A factor analysis helps to find the dominant factors behind the motivations to drink the preferred non-alcoholic beverages. Following, a cluster analysis helps to classify the sample in different groups. The dimensions of motivation given by the factor analysis serve as cluster variables. A characterization of the clusters shows typical European drinking patterns as well as regional particularities.

Key words: Non-alcoholic beverages, motives of consumption, drinking patterns

UNDERSTANDING THE INFLUENCE OF NATIONAL CULTURE ON DRINKING CULTURE

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ABSTRACT

The usefulness of national culture as an analytical basis in international marketing in the beverage sector is discussed. We use balanced samples of eight European countries, namely Italy, Finland, Austria, Turkey, Portugal, UK, France and Estonia, a subgroup from the COBEREN database of 30 countries. The selection was based on geographical and cultural distance, accounting for close and distant markets at the same time. Culture and socio demographic variables of the respondents are put in context with drinking motives in order to study their influence on cross-national differences of drinking culture.

In a first step, different measurements of culture (normalized Hofstede dimensions, respondents' individual evaluation of national dimensions) are compared to validate our samples' national culture dimensions. First results confirm the congruence between Hofstede values and questionnaire evidence. In a second step, a cluster analysis, based on a combination of hierarchical and k-means methods, was performed which shows 3 distinct and well balanced drinking cultures. The first groups is mainly characterized by healthy and non-alcoholic drinking in relaxing situations. The second cluster seems to be the "fun seekers"/beer drinkers looking for stimulating atmosphere. Finally, the third group balances non-alcoholic and alcoholic drinking and fun or health seeking motives and tends towards a wine culture and of alco/non alcoholic drinking the most balanced drinking culture yields three groups of drinking profiles: clear differences and commonalities. Italy and Austria belong to the first cluster, the UK and Estonia to the second group , France, Portugal and Finland are found in the third group. Interestingly, even if several cluster allocations have been fitted, Turkey cannot be collocated in these three groups, a fact which needs further investigation. These classifications (or non-classifications) correspond to national culture similarity as identified through Hofstede/questionnaire evidence. We therefore tentatively conclude that national culture influences drinking culture.

Key words: national culture, drinking culture, cluster analysis

ONLINE CONSUMERS EXPERIENCE AND ATTITUDE IN SERVICE SECTOR: THE NEEDED REVOLUTION

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ABSTRACT

Nowadays, the e-business services sector requires more than offering a simple Website. Companies need a better understanding of how consumers evaluate services components in virtual environments, and how generate interest and improve business. The present paper has being built up to study the impact of online services level in contexts where transactions have not been done yet. To do this, two main dimensions of online services have been taken as starting point: pre-purchase services and transaction-related services, considering customers' perceptions of electronic service in a comprehensive model in order to better understand their effects in terms of satisfaction, attitudes and intentions. Our findings show that both, pre-purchase services (product pricing, support of product search and evaluation, and web appearance) and transaction related services (billing and payment mechanism, and security and privacy) are determinants of the navigation experience. In conclusion, companies need to do a marketing revolution. They must pay attention to this services level and emphasize the loyalty and relational strategies as the unique way to maintain sustainable competitive advantage in the virtual environment.

Key words: Consumers experience and attitude; service sector; purchase intention

TRADITIONS AS THE FACTOR INFLUENCING CONSUMER BEHAVIOR

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ABSTRACT

For the successful setting of marketing strategies it is necessary to know how the consumers behave, what are their motives for buying. Consumer behavior is influenced by many factors. One of them is the group of cultural factors from which we are focusing on the traditions. Therefore the main aim of our article is analysis of the selected traditions respected in Slovakia on consumer behavior in order to propose suggestions for improving of marketing strategies toward customers.

We will explain and classify the traditions and specify their perception among customers. In the second part will be present the deeper connection between traditions and consumption. Here we look for some traditions which influence the consumption. We deal with influences, changes, modifying and perishing of traditions and the factors which cause it.

We will present the results of research oriented on the traditions as the factor which influences consumer behavior.

Key words: Traditions. Culture. Cultural-social factors. Consumer behavior.

MANAGERIAL IMPLICATIONS

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ABSTRACT

One objective of the COBEREN study was to significantly contribute to the academic debate as to using countries and cultures as units of analysis to understand and compare consumers at a cross-national level and as to innovatively investigating and explaining differentiated beverage consumption patterns in Europe. This conclusive paper summarizes the major research contributions of the project and, in addition, reflects the study's practical managerial implications. The research contribution of the Coberen study can be mainly seen in confirming the importance of triangulated or mixed research methods for international consumer studies, identifying relevant behavioural consumer factors differentiated by European countries, suggesting modifications and innovative explanatory variables as improved or additional measurement tools for cultural dimensions, and developing a new two-dimensional scale of measurement of drinking motivations across Europe. The major practical implications relate, for example, to the provision of an essential, so far not existing, knowledge pool (knowledge management and Management Information System) for managerial (suppliers, beverage manufacturers, wholesalers, retailers, consultancies or marketing/advertising agencies) and political decision makers for the formulation of national or international marketing strategies and new societal policies related to beverage consumption. Relating to international marketing strategies, the study sees scope for standardization (i.e. product and communication standardization, cross-cultural positioning) as well as for country- or regional-level adaptation of international product or communication strategies due to the very high level of cultural diversity in Europe, which is mirrored by different consumption patterns. The research findings on the changing patterns of beverage consumption represent an excellent input for strategies relating to CSR (i.e. health topics), innovative market segmentation (albeit focusing on the well-educated market segment), positioning, branding, standardization

and/or adaptation, market entry strategies or marketing mix tactics (i.e. product as to country of origin effect, specific products targeted to the aging population or diets associated with geographical areas; promotion in terms of designing emotional and ethical advertising messages; place, i.e. retail and online channels and social media, as well as price strategies utilizing knowledge of budgets spend for alcoholic and non alcoholic drinks). As a basis for potentially new societal policies, the Coberen study points to the enhanced promotion of healthy drinks amongst school pupils to counter child obesity early alcohol addiction.

Keywords: marketing strategies, patterns of consumption, culture and drinking motivators

DIFFERENT BEVERAGE CONSUMPTION CLUSTERS OF EUROPEAN CONSUMERS

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ABSTRACT

Based on the literature on cluster analysis and its economic impacts (i.e. Alderferer and Blashfield,1984; Everitt,1993; Le Bail 2008) and on culture theory and its impact on marketing and international marketing strategies (i.e. Hofstede, 1980, 1997; Graham et al., 1993; Van Raaij, 1997; Hofstede and Hofstede, 2005; Hall & Hall 1990, in Würtz 2006; Banerjee, 2008; Semenik et al. 2012) the Coberen study conducted in 30 European countries provides an innovative cluster analysis for the consumers of alcoholic and non-alcoholic beverages in Europe. Clusters were derived from secondary, an innovative research methodology based on picture selection as well as quantitative research. In more detail, clusters were derived by picture selection of European consumers allowing for the comparison of preferences applying the Sphinx software. Furthermore, clusters were also created based on macro factors such as relating to economy and industry (based on secondary analysis and primary analysis by Sphinx software). Finally, clusters were also created conducting a European wide most comprehensive quantitative research. Latter quantitative research applied hierarchical cluster analysis to identify the number of clusters that existed (Ward's method and squared Euclidean distance), K-means cluster analysis to examine which countries belonged to which cluster, factor (principal components analysis with Varimax rotation) and regression analysis to test whether the explanatory factors in the respective country clusters are different and to identify relationships between beverage (alcoholic) drinking patterns and the significance of shopping and role of brands (as obtained from factor analysis). The regression analysis achieved a good explanatory level for the overall sample.

In general, the results seem to support the conclusion that different explanatory factors affect drinking behaviour for the countries in the three European consumer behaviour clusters. The Coberen study provided a variety of innovative cluster profiles and explained the factors behind budget expenditure. Despite years of economic convergence, different levels of income, economic, wealth, health and lifestyle related factors reflect still existing differences between European countries. This strongly calls to distinguish clusters of beverage consumers with far ranging managerial implications (i.e. standardization vs. adaptation marketing strategies) and for politicians.

Keywords: cultural differences, European consumers, consumption atittudes

Toward a Cause-Related Marketing Model:
a case study approach[*]

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Abstract

In today's difficult world situation, where poverty, hunger, homelessness, diseases and other social welfare issues are more than ever intense, consumers are increasingly seeking for products and services contributing to social causes. Firms are trying to respond to this new trend in consumer behavior by linking fund raising for the benefit of a cause to the purchase of the firms' products and/or services, referred to strategically as "Cause Related Marketing". The authors synthesize knowledge on the subject and propose a cause related marketing model, by delineating the basic dimensions of the notion. To accomplish their purpose, they draw on the relevant literature and work in related disciplines. The validity of the proposed model is enhanced based on information derived from ten Cause Related Marketing cases taken from the Greek consumer market. Specific implications are offered to managers in order to increase the effectiveness of corporate involvement in social well-being. Through the present work, firms are provided with guidance in their effort to cultivate a favorable attitude in consumers' mind towards their offering and support at the same time the social cause of interest.

Keywords: Cause-related marketing, Social cause, Case study

CONSUMPTION PATTERNS AND CULTURAL VALUES IN EUROPE

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ABSTRACT

The analysis of culture and cultural differences incorporates several sensitive issues, which create a complex and interesting environment for our study. This sensitive nature leads to numerous challenges which academics, executives and managers around the world face on a daily basis.

This chapter focuses on cultural differences in consumption across Europe and describes general attitudes towards consumption and brands, the significance of shopping, and how these are linked to the motives of consumption of alcoholic and non-alcoholic drinks. These topics have been analysed using the Hofstede dimensions and the evaluation also considers regional differences within the EU (European Union).

The main objective of our research is to attempt to understand consumption patterns and national cultural dimensions, general consumption values and what their connections are to alcoholic and non-alcoholic drinking patterns. The main research question is how cultural styles influence consumption styles within Europe.

In this analysis, we explore the five cultural dimensions presented by Hofstede (2001) with regard to the 30 European countries that participated in the Coberen network's research in 2010. The data collected was processed by SPSS 18.0 and Sphinx software.
In relation to our research results, the following main conclusions were identified: firstly, cultural values – even at the individual level – can support understanding of the diversity of consumer behaviour; secondly, and moreover, there are overall global consumer trends in shopping and drinking behaviour in Europe. In our analysis we found a relationship between specific aspects of drinking behaviour and countries,

regions and individual cultural values in the case of attitudes toward shopping, brand perception and beverage consumption.

This analysis concluded that some European societies are more adaptable to cross-cultural influence than others in relation to beverage consumption. Our findings suggest that the cultural dimensions identified by Hofstede supported the understanding of cultural differences related to purchasing, brands and beverage consumption both at national and individual level. However, there is an overlap between some countries in their drinking behaviour, which supports our claim that existing cultural patterns cannot fully explain the new beverage trends, especially in alcohol consumption. This indicates the necessity of a shift toward new dimensions with regard to beverage consumption and/or eventually consumer behaviour.

ATTITUDES TOWARDS DRINKING BY CULTURAL VALUES

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Abstract

The analysis of culture and cultural differences incorporates several sensitive issues, which creates a complex and interesting environment for our study to be placed in. This paper focuses on cultural differences in beverage consumption across Europe. General attitudes towards drinking were measured by qualitative and quantitative approaches and results were evaluated according to the Hofstede dimensions. Our main research question is: How can we describe the relationship between the Hofstede dimensions and drinking patterns? According to our results, current study revealed that the main cultural drivers of beverage consumption relate to the level of masculinity, the individualism, the extent of power distance and the level of uncertainty avoidance.

This study shows that people with higher collective values, higher masculinity and lower power distance spend more on non-alcoholic drinks, while people with higher masculinity, higher power distance and lower uncertainty avoidance spend more on alcoholic drinks. Current results confirm that individualism and collectivism are linked to the place of drinking, which was revealed by the fact that more individualistic people prefer drinking at home and more collectivistic people tend to drink out of home to a higher extent. Furthermore, this study revealed that the main cultural drivers of alcohol consumption relate to the level of masculinity, the individualism and the extent of power distance.

Keywords: beverage consumption, attitudes, cultural values, Hofstede

A CROSS-CULTURAL COMPARISON OF FINNISH AND SPANISH SHOPPING STYLES

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ABSTRACT

As we know, cultural differences between consumer markets have continued to challenge international business actors for long. When managing own customers it is important to understand their differing decision-making styles, buying behaviours, and specific contextual factors, which all have a role in consumers' preferences for certain products and store types over others. In this connection, the purpose of this article is to analyze cultural differences between Finnish and Spanish consumers with regard to their shopping styles. The objectives of this paper are first to conceptualize shopping style as a characteristic of consumption culture, second to analyse and compare the different dimensions of shopping styles between Finland and Spain and third to analyse the clusters of shoppers in these two countries in order to find out whether the expected differences are bigger within the countries than between the two countries. The data was obtained from an international survey carried out by the COnsumer BEhaviouR Erasmus Network (COBEREN) in Finland and Spain. The paper points out and discusses the cultural differences in shopping styles, providing relevant information for future researches and companies interested in the Finnish and Spanish market, enabling them to focus their efforts in a satisfactory way. Findings of this study will yield important insights into the retail sector that wish to better understand their consumer markets.

Keywords: Shopper typologies, Shopping behavior, Cross-cultural behavior, COBEREN

TRIANGULATING QUALITATIVE AND QUANTITATIVE RESULTS FOR CONSUMPTION STUDIES: THE COBEREN WALL OF PICTURES' EXPERIENCE

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ABSTRACT

There is a rising interest for some alternative research protocols in the social sciences, integrating qualitative and quantitative approaches, but we still miss some concrete illustrations and some methodological guidelines. This study aims at showing the added value of mixed methods and triangulation procedures for studying consumption phenomena. On the basis of an international consumer survey, conducted online in thirty countries (Coberen network), this paper introduces the "wall of pictures" protocol as a particular relevant application of mixed methods research techniques. The "wall of pictures" can be considered as a technique of photo elicitation, included in the wide family of visual ethnography methods. Good internal and external validities of the proposed instrument make possible the production of relevant measures of consumer representations. A large range of descriptive, bivariate and multivariate analyses is successively presented and thanks to a combination of multimedia and interactive technological devices, the wall of pictures outcomes has shown some promising perspectives. For triangulation purposes, it is more specifically relevant to match our three types of measurements obtained from the wall of pictures: chosen pictures, textual explanations (recoded through a large international on-line content analysis procedure) and numeric data. That procedure would allow the researchers to « cross-validate » the interpretation they would make of the observed results and often to refine them. For finally illustrating our conception, we have matched three variables: selected pictures, recoded drinking motives (textual justifications expressed after the choices) and clusters in which our respondents have been inserted (as a result of a cluster analysis processed on numeric consumption variables of the survey).

SOCIO-ECONOMIC FACTORS OF CONSUMERS` BEHAVIOUR

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Abstract

Many researchers consider state and dynamics of consumer behaviour to be an important condition for the growth of the internal demand and the economic stability in a society.

The main aim of the article is to study and analyse the influence of the socio-economic factors on consumer behaviour based on methods of economic and mathematical evaluation in order to increase domestic demand and consumption of goods and services.

The hypothesis
The group of socio-economic factors (employment, average wage, prices) influences consumer behaviour of Latvia and its regions.

The leading determinants of consumer behaviour based on factor analysis and the effect of various factors of such behaviour on the status and dynamics of the region`s economy will be clarified. Te results of the research will be presented for the attention to the influence of consumer behaviour factors on consumer demand intensification. It will help to include the potential of households into the processes ensuring stable and long-term development of regional economy.

Discussion of the results
Latvia's inhabitants' consumption is characterised by significant consumer division into two dominating groups: the rich and the poor. Each of these two social groups has its own consumption peculiarities.

Key results
1. Unemployment, prices, average wage, and industry output volume influences Latvia's consumer behaviour features. As a rule, in the region with the highest average wage there are higher expenditures and vice versa. There is observed a strong positive mutual correlation between average wage and Consumer Price Index in Latvia. This testifies about the strong interaction between these two factors.

2. The unemployed evaluate household financial state and prices situation lower than total in average, the working evaluate it higher. In private sector there is observed higher household financial state evaluation, comparing to the state sector.

3. There are significant differences between household financial state evaluations in two regions. Its highest evaluation is in Riga and Pieriga and the lowest in Kurzeme, Zemgale, Vidzeme, and Latgale. There exist significant differences in 3 factors between Riga, other cities and countryside. The quantity of 3 factors significantly decreases from the centre to the periphery. There are observed significant statistical differences between consumers with different incomes. In general, the higher are incomes, the higher is the evaluation of all three factors of consumer behaviour.

Key words: factors, consumer behavior, regions of Latvia.

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PROFILING CONSUMERS BASED ON THEIR BEVERAGE CONSUMPTION PATTERNS. A CROSS-CULTURAL STUDY BY COHORTS

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Abstract

The purpose of the research we undertook for this Conference Paper was to investigate whether marketing campaigns for specific types of drinks could be directed towards age cohorts rather than towards intercultural differences between countries. We developed consumer profiles based on drinking motives and drinking behavior by age cohorts. We hypothesized that differences between countries in the youngest age groups are smaller than in the older age groups, where country specific tradition and culture still plays a more prominent role. We, therefore tested, from the data obtained by the COnsumer BEhaviouR Erasmus Network (COBEREN), the hypothesis that the extent to which the age specific profiles differ between countries increases with age.

The results confirm our hypothesis that the extent to which drinking motives differ between countries increases with age. Our results suggest that marketing campaigns which are directed towards drinking motives, could best be tailored by age cohort, in particular when it concerns age group 18-37 and more particular for beer, spirits and especially premix drinks. Marketing campaigns for non-alcoholic beverages should be made specific for the British countries and the Western countries, but even more effectively be made specific for the age cohort 18-37.

Keywords: beverage consumption, consumer profiles, age groups, cohorts, COBEREN