



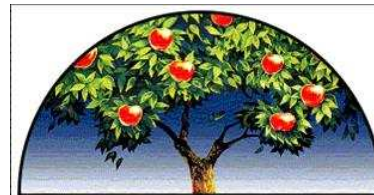
Important differences in consumer behaviour for marketing in Adriatic region

– PRACTICAL GUIDELINES –

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TOMOS



FRUCTAL





Standardization or adaptation?





SERBIA

Population: **7,5 M**
Purchasing Power Parity **10 000 USD**

CROATIA

Population: **4,4 M**
Purchasing Power Parity **14 700 USD**



Why psychographics in research?

Imagine two people with the same:

- Gender
- Age
- Profession
- Income
- Place of living



**Demographics is not
enough!**

SURPRISED?



**Demographics is not
enough!**

FMCG categories usage



Beverages

51% of Croats drink black coffee every day

66% of Serbs drink black coffee every day



43% of Croats never drink instant/cappuccino

57% of Serbs never drink instant/cappuccino

32% of Croats never drink beer

46% of Serbs never drink beer



Target: All 15 – 64



Food

51% of Croats never eat frozen vegetables

38% of Serbs never eat frozen vegetables



10% of Croats never drink milk

38% of Serbs never drink milk

31% of Croats never eat hot dogs

24% of Serbs never eat hot dogs



Target: All 15 – 64

Brand usage





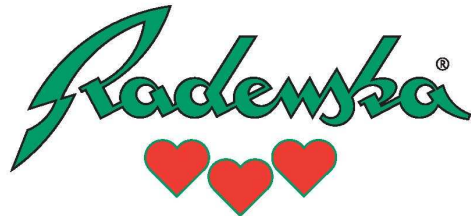
18%CRO
20%SRB



6%CRO
4%SRB



26%CRO
27%SRB



20%CRO
5%SRB



12%CRO
3%SRB



12%CRO
5%SRB

Target: All 15 – 64



57%CRO
60%SRB



62%CRO
61%SRB



59%CRO
57%SRB



19%CRO
30%SRB



22%CRO
37%SRB



10%CRO
53%SRB

Target: All 15 – 64

Leisure time
Shopping habits
Social values



CRO

55%

users of Internet

48%

never go to the cinema

66%

never go to music concerts

SRB

40%

57%

55%



31% listen to domestic pop music

listen to folk music **38%**

44% listen to radio every day

listen to radio every day **25%**

Target: All 15 – 64



Shopping habits

	CRO	SRB
1. Identity oriented	31%	33%
2. Price sensitive	29%	19%



3. Product oriented

Quality and reliability of products
Trust in brand and/or country of origin
Do not buy products without a purpose

39%CRO **41%**SRB

Target: All 15 – 64



Social values

	CRO	SRB
Faith is one of the most important things in my life	49%	43%
Happiness in my family life is the most important thing	81%	79%
Leisure time is more important than money	41%	35%
Reputation is more important than money	59%	53%
They do not enjoy in going out to bars, clubs...	59%	60%

Target: All 15 – 64

Other activities





Other activities



CRO

SRB

58%

44%

Car drivers

41%

57%

Do not have any kind of insurance deal

18%

38%

Do not have business relation with any bank

16%

30%

Go to small shopping every day

Target: All 15 – 64

Conclusion?





Thank you for your attention!



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