

Understanding the Consumers' Personal Characteristics as the Starting Point for Targeted Marketing

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Abstract

Market segmentation and choosing target markets allow companies to distinguish and position their offer and to plan their marketing activities in a manner allowing them to come as close to consumers as possible. A company doing business in a large market soon realises that it cannot supply to all consumers in this market. There can be too many of them, they can differ with regard to their requirements, can be scattered across the market, or their purchasing demands are substantially different. The main objective of the market research, whose main results are presented in the article, was to research consumers' lifestyle, personal values and media habits. The quantitative research method was chosen and the technique of online surveying. The research results will be used as a basis for market segmentation and for creating effective marketing messages and choosing appropriate marketing communication tools in the analysed market.

Keywords: Lifestyle, values, consumer, market segmentation, marketing strategy, media, marketing communication, Croatia