

Characterizing target audience of sustainable dairy products. To whom we should focus marketing?

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Due to the recent socio-economic upheavals - the coronavirus pandemic, the depreciation of the ruble, the global financial crisis - consumer-purchasing behavior in Russia has changed [1]. More and more residents of the country began to think about how much money they can spend in a grocery store, and what products they are ready to give preference to in the first place. In order, not only to maintain, but also to increase the level of sales in this situation, manufacturers of dairy products had to master delivery services in the shortest possible time and more actively communicate information about themselves through social networks. [2] The aim of the study is to analyze the current changes in the behavior of consumers of dairy products in St. Petersburg, to predict how much they will be ready to pay more for sustainability after the end of the pandemic, and what things we should consider when marketing sustainable dairy products to potential consumer group.

The author has set the following objectives:

- 1) analyze the theoretical literature related to eco-marketing, consumer behavior and sustainable development.
- 2) conduct a survey of consumers of dairy products in St. Petersburg and Leningrad oblast;
- 3) analyze the results of the survey with the help of the programming language R.

The topicality of the study is reflected in the fact that recent changes in consumer behavior of sustainable dairy products have not been reviewed enough in the scientific literature. The empirical basis of the study was a survey that was conducted in December 2020 - January 2021 to determine consumer preferences in the context of the sustainable development program of the dairy company Valio. We explored the possibilities and limitations of all customer interaction tools, from the first exposure to the brand to the final decision in favor of Valio.

The survey can be used to get the direct opinions of those who buy dairy products and are interested or not interested in sustainable development, get a wide range of answers and get the participation of many people. As the use of the Internet becomes more widespread, electronic surveys are replacing the previously used questionnaires in the form of letters and face-to-face interviews[4].

The electronic survey form included 33 questions (mostly of a closed type), built in strict accordance with the purpose and objectives of the study in a logical structure that offers the respondent the opportunity to skip irrelevant questions and thus reduce the time for filling out the form. As a result, the average time spent by the respondent to complete the survey is about eight minutes, which does not go beyond the critical duration of filling out the questionnaire [3].

Of all the answers, we received 16 (26%) from men and 46 (74%) from women. Most of the respondents live in St. Petersburg 81% (51 people), 18% (11 people) live in other regions of the country. The survey did not include people permanently residing in the Leningrad Region.

When asked about marital status, the respondents answered as follows: Never been married 32, married 18, living separately from spouse 1, divorced 3, widow 2, in a civil marriage 6.

Furthermore we looked more closely consumer behavior of women from 18 - 24 year, women from 33 - 45 and men from age 18 - 60 + years. Within the framework of this survey, we will not dwell in detail on other age groups, because there was not so many respondents them to get reliable results.

From the date, which we analyzed, we found that target group of sustainable products is mainly young women and women aged 31-44 with higher education. With the former, advertising will work more efficiently on Instagram and VKontakte, since this is where they spend their free time. It is best to attract the attention of the younger women through VKontakte and Facebook.

As well, women are more positive about resilience than men. If we want to reach new target groups, then it is worth to use targeted marketing to men of different ages. Moreover, for targeting, it is highly recommended to use Google and Yandex search engines. Marketing should start with educational work, the target audience most like does not know the terminology of sustainable development in advance and it should be explained to them, as well as the importance of green lifestyles and sustainability in everyday life. For example, many people sort their waste, so it can be helpful to include information about how the packaging material should be sorted.

For the most part, people are willing to believe in clean food, but for sustainable development to work, companies need concrete their actions that demonstrate its importance and impact on society. A good example would be a green event initiated by an enterprise. In addition, we should remember that one of the most important aspects of a purchase is price. A product is more likely to sell better if it is in the same price range as other dairy products. It is less likely that our target audience will buy these sustainable products if they are considerable more expensive than alternative non-sustainable dairy products.

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