

FEATURES OF THE BEHAVIOUR OF BULGARIAN CONSUMERS

Every day customers take multiple decisions for their purchases. This requires firms to study the factors influencing the decision to purchase in order to be able to affect this behavior and to control this process as much as possible.

The main objective of this development is to bring out the features of the behavior of consumers in Bulgaria on the basis of known factors influencing consumer behavior. It defines the main user groups and the specifics of their behavior. In this respect, the main factors for the behavior of Bulgarian consumers are arranged.

Consumers from different countries have different values, think and act in a specific way. The study of consumer behaviour in countries and regions differentiates them in groups of users who have similar mindsets and similar behavior when they purchase goods and services on the market.

Given the economic situation of Bulgaria and the national psychology of consumers, it can be argued that Bulgarian consumers are distinguished from others in Europe.

In economic theory and practice three main groups of factors affect consumer behaviour:

- personality factors;
- psychological factors;
- socio-cultural factors.

Each of these groups comprises a number of factors, of which the individual nationalities and groups of users have varying degrees of impact in making a purchasing decision. Lifestyle and values of people lead to the dominance of one over the other factors. The success of a market requires learning the specifics of leading factors.

Consumer culture changes over time. In recent years, its dynamics has a larger pace, as people become more pragmatic, more rational and attach greater importance to the quality and brand of purchased goods and services.

The behavior of consumers upon the purchase of fast-turnover consumer goods is made by Henkel, Bulgaria. According to this study, users differentiate three main large groups:

- budget users;
- searchers of tenders;
- passive users.

With economical customers the leading factor for making a purchase is the cost of the item. It is typical of them that there exists the tendency to stockpile staple foods and drinks.

The seekers of tenders are the opposite of economical customers. For them what matters is the ratio "price-quality". To this end, it is necessary beforehand to do market research and to select the most suitable product for them. This type of users have the most interesting and unpredictable behavior. Among them one can find innovators.

It is characteristic of passive users that they are the most conservative and not interested in the novelties on the market. They buy goods and services that are needed. They enter the store for a short time and are not interested in Active promotions.

The largest group in Bulgaria are the seekers of tenders. In spite of the crisis the Bulgarian customers have realized that quality is leading to the purchase of goods. The price is important, but also a priority factor. This group of users are innovative. These are usually people of middle age, whose income can vary from medium to high, live mainly in the capital and major cities. Passive users are usually people 50 years of age who have a low income and the buying basic necessities. For them, shopping is more of a duty than a pleasure. To Economy customers in Bulgaria can refer people with low incomes. They live mostly in cities and plan their purchases. Care of goods with reduced prices and promotional offers. They tend to shop in large quantities.

The survey of 15 factors influencing the behavior of Bulgarian consumers, gives the following results – see the table below.

Arrangement of the factors impacting the behaviour of Bulgarian consumers

Position	Factor	Percentage of importance
1	One clear indication of prices	81
2	The store is neat and orderly	78
3	Availability of wanted goods	76
4	Quick service of registers	74
5	Clear differentiation in the product groups	74
6	Easy access to shop	72
7	Well arranged goods, easy to find	71
8	A wide variety of products	67
9	The courteous and friendly staff	67
10	Good quality food, fruit and vegetables	65
11	Attractive prices	65
12	Enough working cash-registers	61
13	A wide variety of product groups	57
14	A large variety of brands	56
15	Store is suitable for small purchases	55

Sours: http://www.regal.bg/shimg/oo_1966821.jpg

Data from the study confirms that price is not a basic factor for Bulgarian users. It was put in the 11th of the 15 positions in order of importance. Priority for the Bulgarians are the atmosphere of service, cleanliness of the store, access to the store, arrangement of commodity groups, the availability of the goods and their diversity. Importance is attributed to the operation of the registers and whether they are working.

Users pay attention and are influenced by the attitude of the sales personnel. Require him to be polite and friendly, to meet their requests and to give them the information about the goods. This shows that they have confidence in the knowledge and skills of professional sales associates at the store.

The quality of food, fruit and vegetables is also a factor that give due weight. It has to do with the fact that the way of life of the Bulgarians is changing, as aspire to a more zravosloven way of life. This is also the reason for the demand for certain brands of merchandise among a wide variety of product groups.

* * *

The laid out overview of some characteristics of the consumer behaviour of Bulgarians gives rise to the following conclusions:

- **the increase of income, even with a small rate, leads to an increase in the purchasing power of Bulgarians;**
- **the leading factor for purchases is shifting the cost to the quality of the goods;**
- **for Bulgarian users of utmost importance is the organization of the process in the trading Hall – the arrangement of goods in the shop, the indication of the prices, cleanliness, access to the store, the presence of cash-registers, etc.;**
- **the quality of service is also important for the Bulgarians in making a purchasing decision as is the attitude of the staff, and the operation of the registers;**
- **Bulgarian consumers are looking for innovative, new goods and services, as well as interested in new forms and methods of service in commercial sites;**
- **consumers in Bulgaria are influenced by advertising, sales promotion, personal selling and public relations;**
- **Bulgarian consumers are mostly seeking individuals, at the expense of the passive and economical consumers on the market.**