

# GfK Roper Reports

International study of values  
and lifestyles

GfK UKRAINE  
2009





# GfK Roper Reports

## General information

## GfK Roper Reports: General information

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Consumers differ too much – some of them believe that family life is the most important, others – recreation, and the rest share an opinion that it's work which is the most significant. Every consumer has personal lifestyle, values and consumer preferences.

Within the segments with a similar socio-demographic structure one can find out people with very differing value orientations and consumer behaviour. Understanding of these basic values is the pillar for successful marketing activity.

### **IF YOU WANT:**

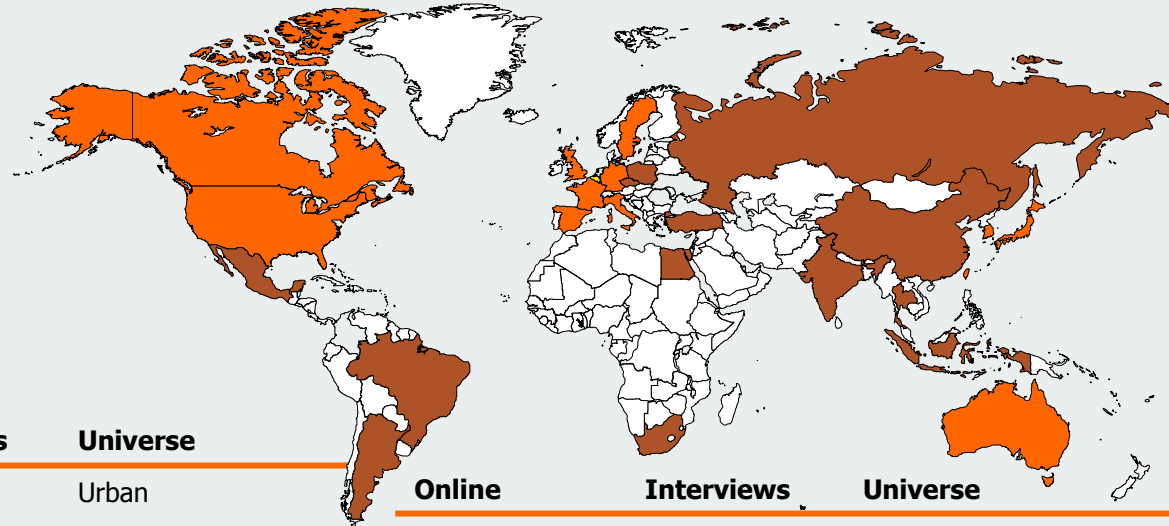
- To better understand a Ukrainian consumer comparing to the European Union, Russian and the whole world consumers
- To learn value orientations of consumers and their preferences in terms of consumption
- To define the optimum communication strategy with your consumer

**THEN THIS RESEARCH IS FOR YOU!**

# RRW 2009 Core Study Methodology: 30,000+ Interviews with Consumers Age 15+ in 25 Countries

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- In-person (urban population)
- Online (regular Internet users)



In-person	Interviews	Universe	Online	Interviews	Universe
Czech Republic	1000	Urban	Canada	1500	National – Regular Internet users
Poland	1000	Urban	France	1500	National – Regular Internet users
Russia	1500	Urban	Germany	1500	National – Regular Internet users
South Africa	1000	Urban	Italy	1500	National – Regular Internet users
Turkey	1000	Urban	Spain	1500	National – Regular Internet users
Argentina	1000	Urban - SES exclusion	Sweden	1500	National – Regular Internet users
Brazil	1500	Urban - SES exclusion	UK	1500	National – Regular Internet users
China	1500	Urban - SES exclusion	USA	1500	National – Regular Internet users
Egypt	1250	Urban - SES exclusion	Australia	1500	National – Regular Internet users
India	1500	Urban - SES exclusion	Japan	1500	National – Regular Internet users
Indonesia	1250	Urban - SES exclusion	South Korea	1500	National – Regular Internet users
Mexico	1000	Urban - SES exclusion	Taiwan	2000	Urban – Regular Internet users
Thailand	1000	Urban - SES exclusion			

## Roper Reports Worldwide in Ukraine

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**Ukraine was covered in 2007 and 2009:  
Fieldwork was conducted in Jan-Feb 2007 and in Jan-Feb 2009  
The second wave report: May 2009**



**Sample size: 1,000 respondents**  
**Interview duration: 1-hour+**  
**2007**  
**Respondents' age: 13+**  
**Coverage: cities 500 000 +**  
**(Kyiv, Kharkiv, Dnepropetrovsk, Odesa, Donetsk, Zaporizhzhya, Lviv, Kryvyy Rih, Mykolayiv).**  
**2008**  
**Respondents' age : 15+**  
**Coverage: urban population of Ukraine**

# Understanding of trends

## Questions answered by GfK Roper Reports

*In - d e p t h  
understanding of  
consumers, their  
values, lifestyle  
and behaviour*

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### 1. Value Orientations

What values are the most important for consumers? What changes in value orientations occur?

### 2. Consumer Segmentation

What consumer segments are there in Ukraine? What is their size? Who are they? What are their values and lifestyle? Consumption?

### 3. Leisure Time and Lifestyle

How do the Ukrainians spend their free time? Structure? Changes? What are their interests?

### 4. Consumer Behaviour

What things do consumers consider while choosing products? What is their attitude to different product categories? Usage?

### 5. As well as ...

Attitude to social problems, economy, politics, ecology, etc.

# GfK Roper Reports: Could be applied at all stages of marketing activity

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**IDENTIFICATION OF STRATEGIC TARGET GROUPS**

**BRAND POSITIONING**

**INCREASING CONSUMER LOYALTY**

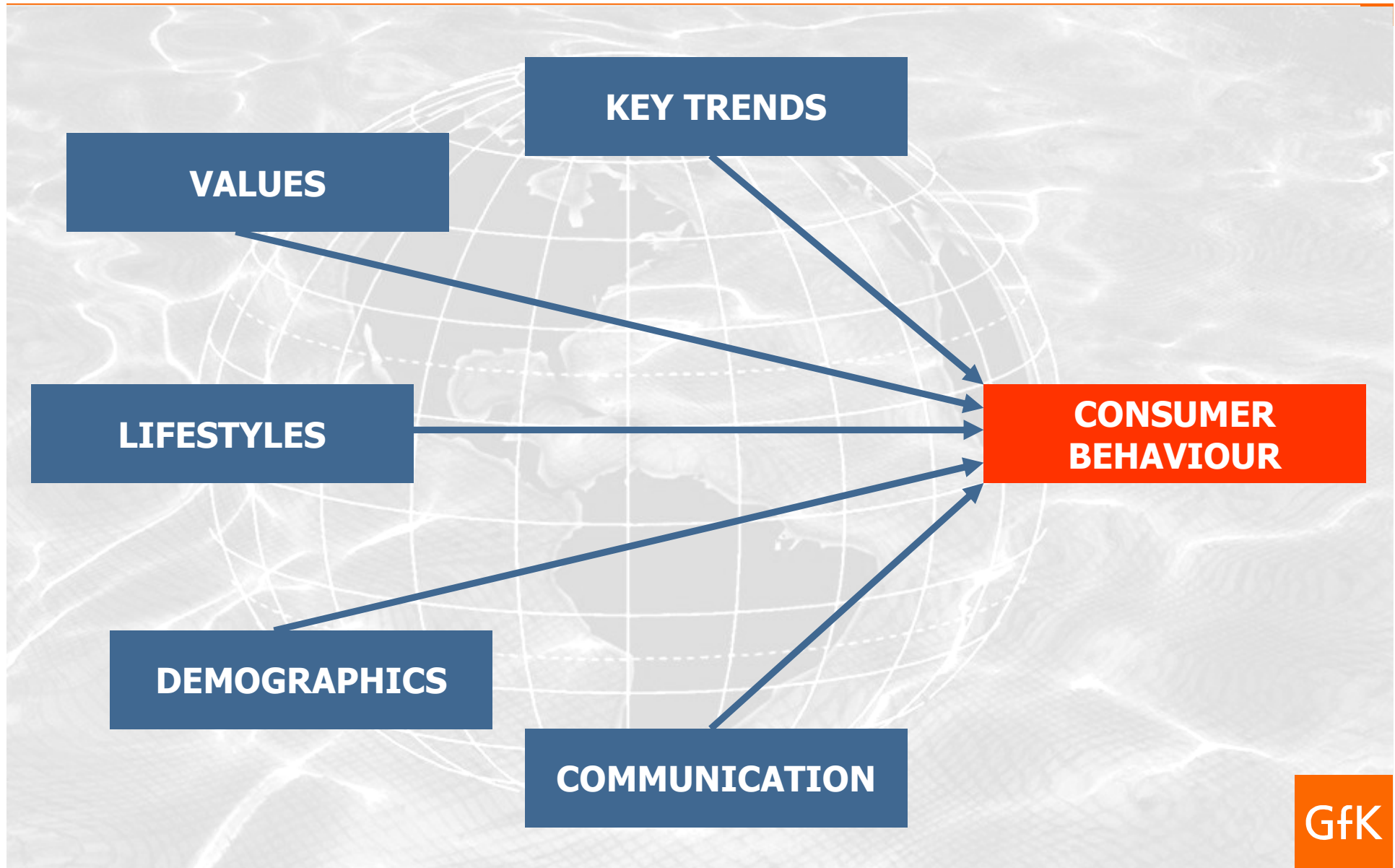
**DEVELOPMENT OF THE CONCEPT AND  
PACKAGE FOR A NEW PRODUCT**

**DEVELOPMENT AND OPTIMIZATION OF  
COMMUNICATION**



# How do values determine consumer behaviour?

# GfK Roper Reports: values, lifestyle, demographics... and their influence on consumer behaviour



# How values define the dimensions/value types

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## Achievement



**Wealth**  
**Status**  
**Power**  
**Ambition**  
**Self-interest**  
**Looking good**

## Tradition



**Tradition**  
**Traditional gender roles**  
**Respecting ancestors**  
**Faith**  
**Cultural purity**

## Survival



**Thrift**  
**Modesty**  
**Working hard**  
**Simplicity**

## Nurturing



**Stable relationships**  
**Helpfulness**  
**Protecting family**  
**Friendship**

## Hedonism



**Excitement**  
**Being youthful**  
**Having fun**  
**Enjoying life**

## Social-Rational



**Social responsibility**  
**Social tolerance**  
**Equality**  
**Open-mindedness**  
**Learning**  
**Knowledge**

## Self-Direction



**Freedom**  
**Self-reliance**  
**Authenticity**

# Creating the value space



# The communication of mobile operators determines the value types of their users

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## Mobile operator users by the Value Types

**Socialrationals** are overrepresented among Kyivstar users



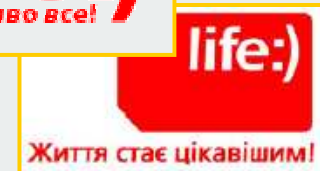
"Thinking of you"  
"Communication for the future's sake"



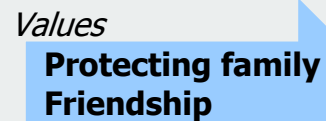
**Hedonists** are overrepresented among life:) users



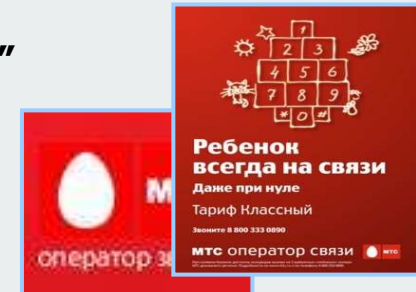
"Everything is possible"  
"Life is getting interesting"



**Nurturers** are overrepresented among MTS users



"Operator of connection"  
"Children are always in touch"



# The impact of values on consumer behaviour will be illustrated on the Hedonist's example

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## Hedonists



### THEIR KEY VALUES:

- Sharp impressions
- To feel themselves young
- Entertainments (to have a good time)
- Life of pleasure (to live life to the full)

**WHAT CONSUMER BEHAVIOUR IS DETERMINED BY THESE VALUES?**

## Hedonists are the most active users of telecommunications

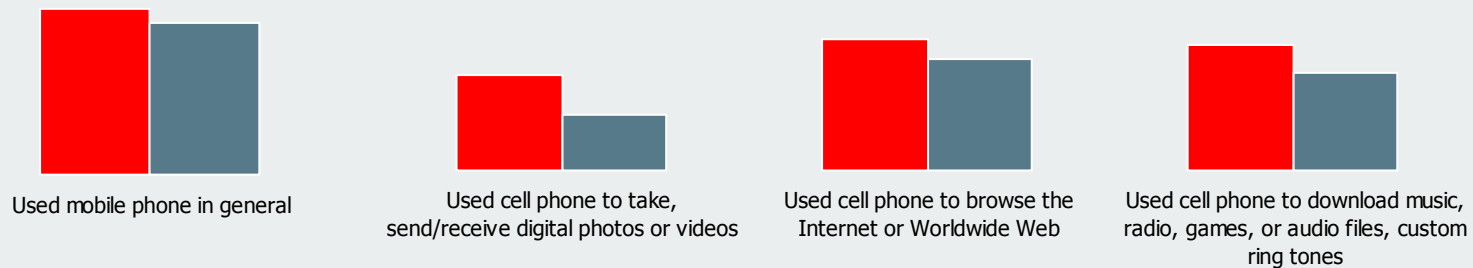
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**33%** of Hedonists find new technology exciting and try to use it as much as they can.

(much higher than, on average, for other value types)

### Activities done in the last 30 days:



■ Hedonists 15-34 y.o. ■ Other value types 15-34 y.o.

Hedonists are the most likely to use Internet-based information sources, as well as to trust them

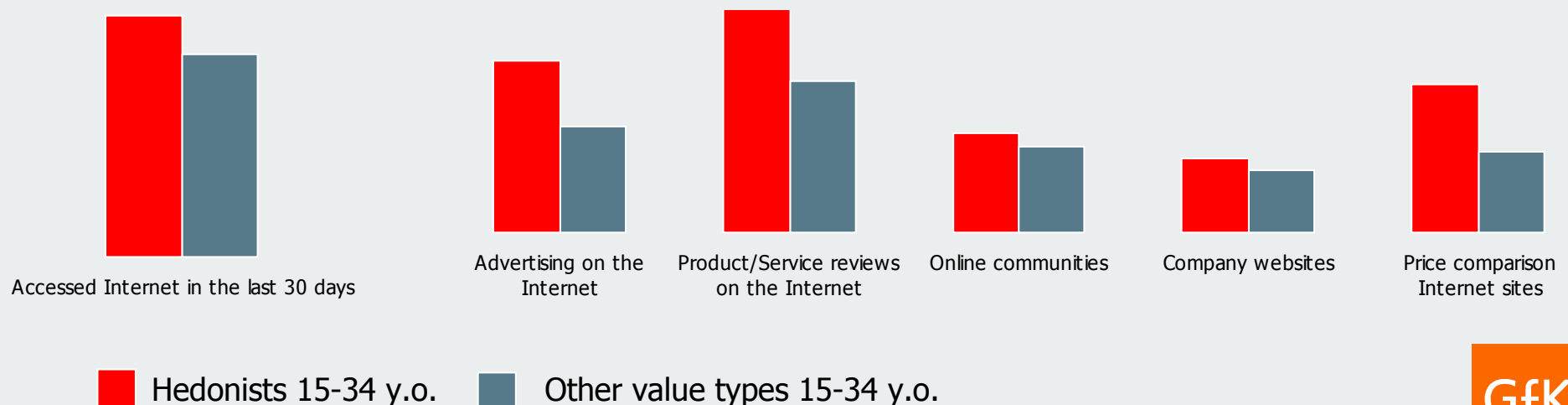
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**27%** of Hedonists trust online information sources

(much higher than, on average, for other segments)

**“Which information sources on products and services you consider to be trustworthy?”**

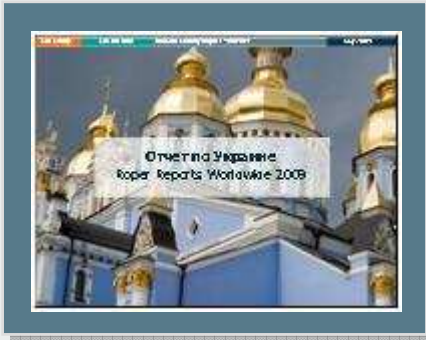




# Opportunities of the analysis

# GfK Roper Reports. Opportunities of the analysis

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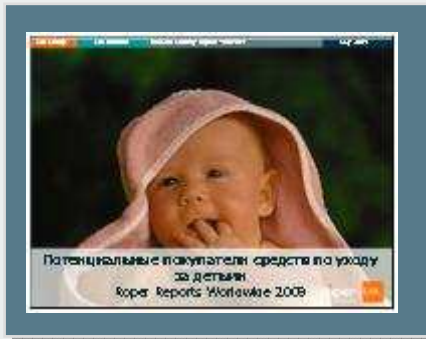
## RRW 2009: UKRAINE COUNTRY OVERVIEW REPORT

Report structure – see Slide 17-18

Cost – 50 000 UAH (without VAT) or 6 500 EUR for non-residents

Timing – full report on Ukraine will be ready on June 20, 2009.

You can also subscribe for RRW 2010 (the survey will take place if we have enough subscriptions)



## REPORTS ON SPECIFIC TARGET GROUPS

Cost – 1) in case of purchasing General report on Ukraine – 18 000 UAH (without VAT) or 2 300 EUR for non-residents

2) without purchasing General report on Ukraine – 35 000 UAH (without VAT) or 4 500 EUR for non-residents

Timing: 10 workdays after signing the project confirmation



## USAGE IN INDIVIDUAL AD-HOC PROJECTS

To deeper understand consumers of your brand / category, the block of value questions can be added to an individual Ad-hoc study (for further segmentation by value orientation)

# Levels of the analysis in RRW 2009: Ukraine Country Overview Report

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## Global



**Global** – core 25 countries

**Effective Sample size: 35,000**

## Regional/National



### Europe

France, Germany, Italy, Spain, Sweden, UK, Czech Republic, Poland,

Effective Sample size: 7,496

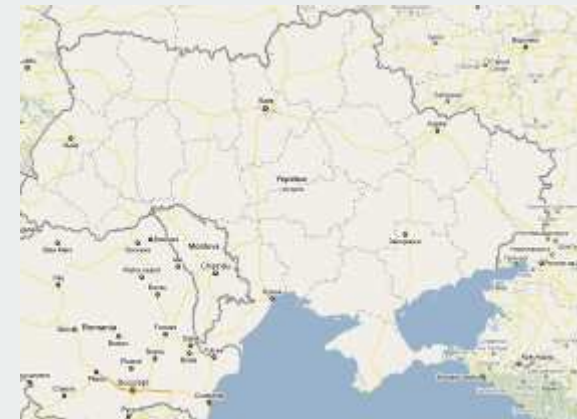
### Russia

Effective Sample size: 1,509

### Ukraine

Effective Sample size: 999

## Local



**Regions of Ukraine:** East, West, North, Centre, South, Kyiv

# Report structure in Ukraine

(Report includes the data on Ukraine, Russia, Europe and the globe)

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## 1. Personal values and attitudes to life

- Key values
- Segmentation based on value orientations
- Satisfaction with different life aspects

## 2. Social mood and reaction to crisis

- Public and personal problems which disturb people most
- Crisis events and reactions
- Changes in value orientations and buying behaviour
- Cut backs and economy strategies

## 3. Consumer leisure & lifestyles

- Time use and leisure activities

## 4. Consumption and consumer behaviour

- Willingness to pay more for expensive brands (by different product categories)
- Behavioural patterns while choosing goods (e.g. focus on prestige, quality, brand, attitude to the process of choosing goods)

## 5. Using technology

- Consumption of technology products
- Perception and behavioural patterns when buying information sources

## 6. Advertisement perception

- Perception and trust in different information sources

## 7. Healthcare and green behaviour

- View of healthy lifestyle
- Attitudes towards environmental problems and green behavior

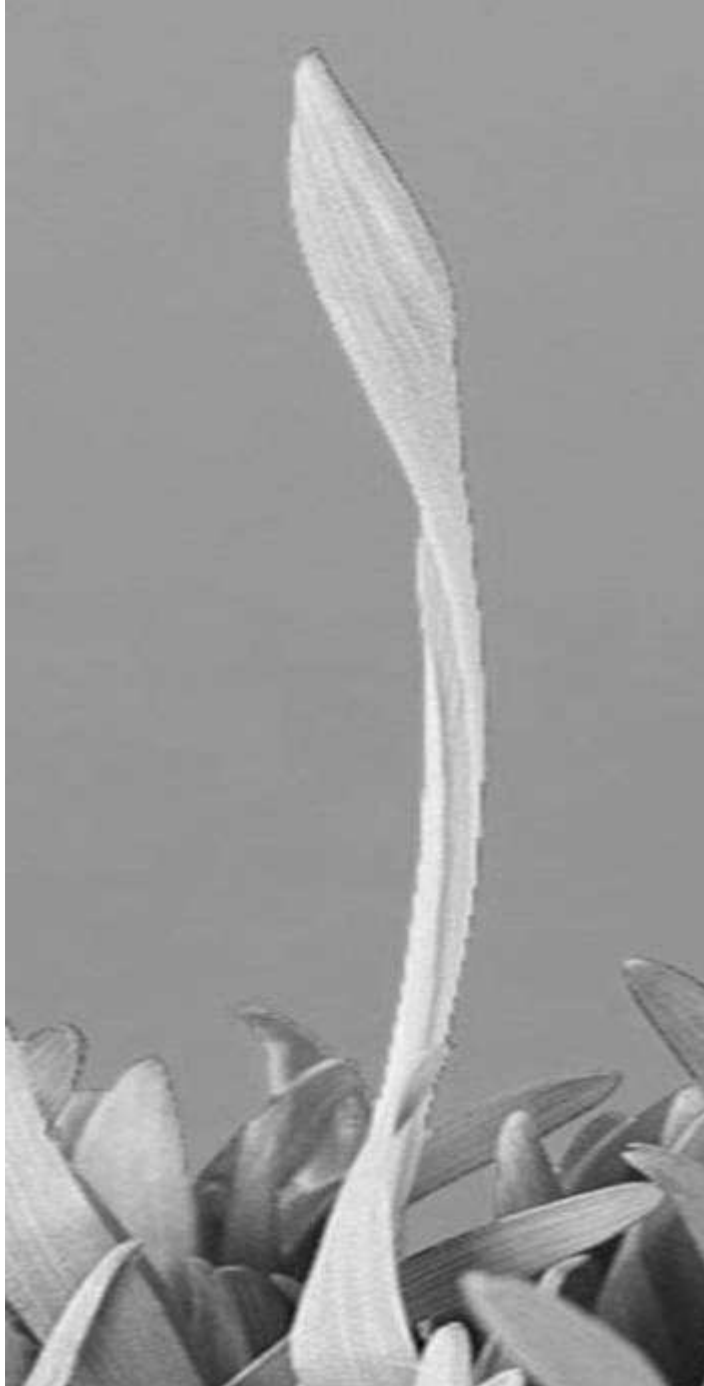
## 8. Summary: Ukrainians: who are they?

## 9. Ukrainian value types as strategic positioning tool – define and reach your target audience

## Communication strategies

**!!! The communication strategies for all-Ukraine population and all the value types are developed within Ukraine Country Overview Report: what communication channels should be chosen and what to communicate for different marketing purposes.**





# Thank you for your attention!

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