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Analysis of customer behavior on FMCG goods in developing countries (case of Azerbaijan)

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ABSTRACT

In recent years, as in our world, marketing has been the scene of many developments in our country. The changing consumer profile has greatly influenced buying behaviors and habits. As a result, the development of new marketing strategies became inevitable. However, instead of traditional marketing approach, modern marketing concept consisting of strategies determined according to consumers; desires and needs dominated the market. Whether nationally or internationally, marketers have always devoted themselves to practices that will differentiate themselves from their competitors. Because of this, in order to understand the consumers, it is necessary to carefully analyze the factors affecting them and to form the customer segments accordingly. In this thesis, sociological factors affecting consumer buying behaviors; the data obtained by the questionnaire study on how the reference groups (the groups the consumers have taken as examples of them), family, roles and statics, theoretically and practically effect consumers; purchasing behavior were examined and interpreted.

Keywords: customer, customer behaviour, FMCG sector, economy, marketing, competitor

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Introduction

Nowadays marketing has gone worldwide and is spread to every local economy as well as being a global phenomenon or the undeniable necessary tool of the modern globalization. We consume so many things every day, from the most expensive product to the ones with ‘appropriate’ prices. Marketing has been a modern trend and tendency in developing countries including Azerbaijan. And as a result, the development of new marketing strategies becomes inevitable. At the very same time, the modern consumer profile, the impacts on the buying behaviours and habits are utterly changing. We all know that traditional marketing strategies and approach have gone away and here we are facing up with new challenging of the edge of the postmodern era; today it is more important to determine and admit consumer’s desires and needs than everything else. It does not matter for the national or international marketing, every time marketers have devoted themselves to practices that will make a difference between them and competitors. Being said all of this, if we want to understand the consumer’s needs, we will have to analyze the main factors affecting them and also form customer segment. And one of the big players of the game today is FMCG (stands for Fast-Moving-Consumer-Goods) sector, also known as fast moving goods in short terms. We may be aware or not, but today approximately %70 (even much more) of our everyday’s need and consumption are consisting of those products. It can vary among the very wide selections and goods – from the household goods such as toiletries, soaps to food, beverage items, coffee or vegetables. This sector covers everything we are surrounded by. As we all can imagine, the nature of the products manufactured or produced in this big sector are consumed in extremely high volumes and they do have a total and absolute impact on the national economy, so they contribute to the welfare of any country’s economy as well as global economy. We may not notice that, but everyday usage of those products is an extension of a global marketing process.

At the other hand, we have consumer’s behaviour problematic which is vital and matters so much due to the modern sociology. What does exactly make us to buy something? Some necessity and needs, we all know, but is that truly important

to wash your hair with some brand shampoo or is it enough to wash it with some cheap, but qualitative soap which includes some good chemicals for hair loss problem? What we mean is that does it matter to use some brand-named product to “show it off” and what kind of impacts does the TV advertisement have on us? Firstly we have to distinct the very difference of our needs and make clear that are we going to buy all that products to the end of our lives or is it something ‘seasonal’? And in the very bottom of our study, we should reveal what is the current situation of the FMCG markets in developing countries, mostly important, in Azerbaijan? In the countries which synthesize their old, conservative and rich cultures with the demands of modern age (reconciling with the Western civilization), which means the Eastern countries, the consuming of fresh and organic food is a essential need for ages, but unfortunately FMCG products are lacking of that “freshness” and what is left is nothing but increasing in the number of diseases.

In this study, we are going to investigate the sociological and scientific factors that affect the buying process of consumer, behaviours which include buying, hesitation, decision-making and so on. The data obtained by the questionnaire study will reveal the current situation of the problem. We will concentrate on Azerbaijan market, its consumer-population (that uses FMCG products every day) and sociopsychological aspects of consumer’s purchasing behaviour and also will examine and interpret the connection between customer behaviour and FMCG sector.

Chapter 1 – Customer and Customer Behaviour

1.1. Framework of customer

Every business needs customer. We cannot imagine a business without any customer or consumer. Not any business can be successful without customer either. In today's dictionaries, 'customer' means an individual or business that purchases the goods produced by some company or a business, the word 'consumer' means the same approximately (maybe some people consider them synonym). All of us is a customer, we buy something that produced by 'another' one or company and there is no meaning of economy without that truth nowadays. As a business, if you do not have a customer, you will not succeed. The definition of customer vary so much, there are terms called 'overconsumption' and 'hypercompetition' which describe today's reality in the form of a result of globalization of communication technology, the upcoming rise of foreign trade, the continual renewal of intellectual and essential information. For enterprises operating in a hard environment where hyperactivity and overconsumption prevail, businesses win new customers with better quality and even quantity, or sometimes they intend to protect their old, existing customers and show them loyalty.

And being said that, we should take the other factors to the account and have an eye on them; what we mean is customer satisfaction (or only satisfaction). It is very important for any business seeking competitive advantage. Furthermore here comes the utilitarianism and the clash of interests, so which one should business seek for: the quality of products they produce or the usage of poor-quality materials for people? Ethics or moral philosophy says to us that standard and average aim of a business should be estimating the customer's needs as a critical success factor, also placing consumer at the very heart of any approved strategy and meet their needs with qualitative, but also appropriate or low prices.

Before going further, let's have a look at the contemporary marketing strategies and theories to better understand customer/consumer theme.

Today contemporary or modern marketing consist of approaches that emphasis the impact of consumer orientation over the traditional market –sided

orientation. They are such kind of strategies that, when implemented and used appropriately, may offer bigger support for their customer base with a stuff range that varies depending on what the target market wishes. Much more rather than what the company wants them to have.

Products including the vast array of kitchen or home appliances with built in failure components attracting their consumer base back to them for other purchases are an example of orientation. As a matter of fact, traditional marketing theories are told to favour this ideology. Though it looks somewhat devious, it is most definitely effective. Attracting customers to their product range has become harder because consumers have become more accurate in technology and, therefore, can research items so easily before purchasing them. This allows them to make a conscious and informed decision to avoid businesses with this information.

Modern marketing theories also include Co-Creation approach. This theory suggests creating a total new bridge between consumer and business through some gamification. A practical and everyday-seen example would be attracting customers through social media content relevant to their needs or writing article posts that have needy, useful and right information. Research investigated by Harvard Business School and London School for Business found that companies that used the modern marketing strategy and collaborating both co-creative and shared value ideas, over the long run prospered far more than those businesses who hadn't chosen this way before.

Being said that, the other contemporary marketing approach is named 'shared value'. This theory consists of the market that the business wants to penetrate and seeks for offer perks in the mentioned market. A perfect and right sample of this would include absolutely Tesla. They in fact had invested millions of USDs for creating charging centers for electric cars in North America, Europe. The centers can be used by many various electric automobiles. In time, they had actively attempted to develop the market whilst often attracting more consumers to them. When it comes to B2B businesses, this may include emerging events where

companies in the same industry can be guessed and quarrel amongst them offers they can be into one another.

1.1.1. Definition of ‘customer’

Above we made a close look to the words ‘customer’ and ‘consumer’ and found out they are exactly two familiar phrases to express a individual who consumes or buys product for meeting his/her essential needs from a business. But if we want to express it in general terms, a customer is a person or business that marketers believe will benefit from the goods offered by the organization they presents. Sometimes the customer and the consumer mean the same when hearing but there is a still distinction between these two terms. Customer is someone who purchases anything in the meaning of material products in general, but consumer is a wider definition so it means who buys and uses any kind of products and services, for example, social media users are also called ‘consumer’, but as we guess, they do not buy anything, they just use the service that is offered. Getting deeply, what does this definition tell us? Before that, we should concentrate on the another definitions – buyer and end-user. According to the some encyclopedic sites, ‘buyer’ is someone who purchases finished goods and is the most important ‘decider’ who wants to obtain the product. In simple terms, buyer is simply purchaser who is doing shopping just for his/her personal needs, but at the other hands, there is a ‘end-user’ phrase which at the first sight might seem confusing. In fact, according to the Investopedia, the ‘end-user’ is simply the consumer of a good or service, but with a slight connotation of know-how innate in the consumer. In a literal sense, the term "end-user" is used to distinguish the person who purchases and uses the good or service from individuals who are involved in the stages of its design, development and production and play an important role in marketing strategy.

There is a term called customer relationship. To manage it properly, we should investigate what is that.

Back in times in the marketing literature the words consumer relationship management and relationship marketing were used together. As Nevins (1995) states, these terms have been used to imagine different themes and also expectations. Some of these issues offer a little functional marketing prospect whilst the others offering a target that is wide and paradoxal in terms and orientation. A little perspective of consumer relationship management is source marketing stressing the promotional sides of marketing dealt with source efforts. Another not-so-big, but at the same time relevant consideration is to take into account CRM only as consumer extension in which so many of after marketing tactical strategies are used for consumer bonding or keeping in touch after the last sale is done. A much more well-known consideration with recent applying of latest communication technology is to concentrate on personal or one-to-one relationship with consumers that collaborate source knowledge with a strict consumer retention and growth potential (Peppers 1994). Thus, Chalasani (1995) imagines relationship-related marketing as “an integrated attempt to reveal, fulfill, and create a new network with individual or personal customers and to continuously emphasize the network for the great beneficial gain of both, via interactive, personalized and value-added relations over a long time”. Jacky (1986) suggests the individual account conception in sector markets to consider CRM as meaning, “Marketing endeavouring toward powerful, continuous relationships with individual pages”. In other marketing texts, Doyle (1993), O’Nealy (1999), Paulino (1990) have suggested very similar points of consumer relationship management.

McKennzy (1996) proposes a more strategic point by taking the consumer firstly and decreasing the true role of marketing strategy from involving the consumer (buying, proposing and selling) to genuine customer deal (communicating and keeping the information). Berryful (1997), in somewhat wider terms, has a strict point of view about CRM as well. He emphasis that attracting some new consumers must be considered only as an average step in the whole

marketing prospect. Improving close relationship with these consumers and making them a significant loyalty examples are equally necessary sides of marketing. Thus, he suggested relationship marketing as “challenging, maintaining, and spreading consumer relationships” .

Berryful’s thought of consumer relationship management reminds that of other researchers studying individual-oriented marketing, such as Gronroosy (1995), Gummerson (1988), and Levittson (1985). Though each of them is proposing the value of movements in marketing theory and its last influence on consumer relationships, Gronroosy and Gummerson take a wider view and advocating that customer relationships should be the core and dominant term of marketing. For example, Gronroosy (1992) says: “Marketing is to create, fulfil, and amplify relationships with consumers and the other partners, at an interest, so that the objectives of the sides are greeted. This only can be gained due to mutual exchanging and maintaining of sworn”. The application of Gronroosy’s approach is that consumer relationships is the somehow ‘raison de etre’ of the company and current marketing must be devoted to making and amplifying such kind of relationships. Being similarly with that, Morgan and Hunting (1997), chose the separation which was made between changable exchanges and relational changes by Dwoyn and Ohly (1988), to propose that relationship marketing “consist of all marketing activities implemented toward creating, improving and fulfilling successful relationships.

The main theme of all CRM and relationship marketing approaches is its focus on collaborative and connective relevance between the company and its consumers, and/or other marketing factors. Dwoyn and Ohly (1988) have specified such connective relationships as being independent and long-timely orientated rather than being anxious with short-timely unknown transitions. The long-timely orientation is often stressed because it is considered that marketing factors will not engage in coincidental consideration if they have a long-timely orientation and that such relevances will be anchored on same gains and collaboration (Ganesan 1998). The other great example of CRM is “consumer selectivity”. As several

investigation studies have already proved not all of the consumers are equally interchangeable for an individual business (Storbacking 2001). The business therefore should be selective in approaches its manifestation and marketing efforts by distinguishing and selecting profitable consumers for individual marketing programs. Sometimes it might even lead to “outresearching of some consumers” so that a business better utilize its sources on those customers it can serve much better and maintain but to identify relevant programs and methodology that would be advantageous and create value for the company and the consumer. Hence, it’s possible to define it as: Customer relationship management is a wise strategy and process of acknowledging, regaining and collaborating with selective and selected consumers to emphasis greater value for the marketer and the consumer.

As is detailed in the above meaning, the goal of CRM is to improve overall business productivity. Business productivity is acquired by strengthening total marketing efficiency and by expanding marketing effectiveness (Shethly 1995). In CRM, business efficiency is gained because connective and collaborative happenings help in diminishing transaction prices and overall improvement costs for the business. Two necessary operations of CRM are proactive consumer company improvement and creating beneficial relationship with the most important consumers. These consequently may allow to get greater value maintainig.

To know much more about ‘customer’ term, let’s have a look at the current approaches to the definition.

1.1.2 Customer types

For being a customer it is not necessary to buy something currently from the market. According to some approaches, customers can be divided into some groups; existing customer, former customer, potential customers, discount customer, conscious customer, communicative customer etc., so why this separating happens in terms of need? Customer types always involved with the personal choices, preferences, consideration and self-esteem, so when deciding to pick up any customer, marketer should look upon his social and psychological situation. Beneath this explanation lies the truth: Dividing the customers into some types is a necessity due to recognize them separately and independently and concentrate on the main needs of them specifically.

Below we will try to investigate some of these.

1.1.2.1 Existing customer

Consists of customers who bought or anyway used any organization's goods or services and it happens usually within a designated period of time. Some organizations think this period or frame may be short, but the others think this period should be at least three months regularly, for example, a coffee shop or fast-food restaurant may only consider someone 'existing customer' if he/she purchased something they offer within three months or more. Another organization may consider someone 'existing customer' even though he/she had not purchased anything in a total time frame of a year. To be honest, getting these customers to buy more is significantly less expensive, considerable and time consuming than finding new customers, because they know the marketer and, if managed strictly, it is easy to reach them with promotional appeals and advertisements (i.e., e-mail for a special discount, a total holiday discount).

1.1.2.2 Former customer

Consists of those who have formerly had relations with the marketer usually through a previous purchase. Yet the marketer or organization no longer feels the customer is an existing customer either because they have not purchased from the marketer within a certain time frame or through other indications. The true value of this group to a marketer/business will depend on whether the customer's previous relationship was considered or counted as satisfactory to the customer and also the marketer. Let's think about it; a former customer who felt he/she is not treated well by the marketer will be more difficult to persuade to buy again compared to a former customer who liked the marketer but decided to buy from someone else who had a similar product that had an attracting lower price.

1.1.2.3 Potential customer

Includes those who have not purchased yet but also possess what the marketer believes are the requirements to become existing customers. The requirements to become a customer include such details as having a need for a product, possessing the financial means (generally, money) to buy, and having the needed authority to make a purchasing decision.

Generally, customers are the life vessels of a company. The business relevance is based on the appropriations and the gain of the customers that give rising to the different marketing strategies to get consumers in purchasing your product or services. The overall sales graphics and total sales cycle are increasingly proportional to the consumer relationship management. Potential customers are a must to concentrate on, even the future of the business may depend on them and when losing current, existing customers, the marketers believe in and hope for the

potential ones who can save their overall lifetime welfare. Let's look upon these two:

- Existing customer are surely the existing users (buyers or purchasers) who are using some goods, services and showing relevance in the product.
- Potential customers are those who have not yet bought anything from the marketers, but willing to purchase and are their future consumers who are totally interested in their products.

One of the leading marketing strategy sites in England, liveadmins.com gives us a clear definition of 'potential customer': 'Customer profiling works well for all kinds of businesses, it gives you a competitive edge to proactively communicate with your consumers and serve them in the best possible manner. While identifying the potential customer, they offer some smart tips:

- Getting familiar with demographics
- Evaluating the psychographics
- Doing some research on successful competitor brands
- Analyzing the product to see who will buy it
- Reading current industry blogs and forums
- Using unique and unconventional communication approach

1.1.2.4 Discount customer

Is the type of customer that sees value in the product but won't buy it at full price. This customer is usually looking for some extra information on the exact conditions of the deal or discount which the marketer is offering. If the marketer is offering a service at a discounted price, discount customer will usually leave once the discount stops applying.

1.1.2.5 Conscious customer

Is the type of customer that waits for the good, up-to-date prices and is able to compare products. This customer always takes basic necessities for purchasing goods and tries to make his/her best deal with every shopping he/she does. Conscious customer doesn't buy goods or services from the door-to-door company or some marketers who offer goods with considerable low price, but poor quality, despite all of it this customer prefers to do some research and find the best. Conscious customers pay attention to the respectfulness of the company to consumer rights; they are sensitive to the environment and see the world as a true, mutual world of us. Other characteristics include the belief to the organizing the consumers under the roof of the same consumer organization, subject-oriented approach to consumption, not being too amazed by the advertisements and so on.

Conscious customer is a single phenomenon that needs to investigate deeply.

According to Nielsen Report on the Global, Socially-Conscious Consumer (March, 2012), the true definition of conscious customer differs a little bit. Nielsen tried to measure its study by doing a survey with consumers of the world countries.

Nielsen's survey began by confessing what other studies have proposed, that the majority of customers, today, make an unexpected preference for firms doing a positive work to change the planet. Two thirds (66%) of customers of the world say they prefer to purchase products and also services from businesses that have implemented priorities to give back to us. That total preference leads to other things, too: they want to work for these firms (62%), and invest in these businesses as well (59%). A little side, but yet nearly half (46 percent) of them claim they are willing to give extra cash for products from these businesses, the "socially-conscious consumers," as said and concentrated on in this survey.

When it comes to the questionnaire, socially-conscious customers are in general younger in every meaning: 70 percent are under the age of 47, compared to 56 percent of all men. Generally, Nielsen's survey demonstrates that younger customers are more likely to spend extra cash for products from socially-responsible business firms. Fifty-two percent of all respondents aged 16 to 41 are willing to give more for such services when compared to 38 percent of all respondents over age 41.

There are also necessary differences in the social consciousness of customers in Latin America, the Middle East and Africa stating a bigger will to give more than those in America and Europe. At least, about one-second of European and American customers declare they are agreeing to pay extra cahs for products and services from businesses that have maintained prospects to give back to socium, whilst approximately half of respondents in the other countires are.

In the investigation, the highest meaning of socially-conscious customers were reached in the Philippines, where 69 percent of respondents told they were going to give more money for products and services from firms that had executed environmental programs to give back to us. In contrary, just 25 percent of respondents in the Netherlands demonstrated their desire to do so.

While multicultural difference is not affected the questionnaire resultings, local differences mean old thesis about unique regional giving of collaborate socially endowed responsibility. In countries of European Union, there is still a tendency on the section of customers to see companies generally as economic gamers. In South Asia, these questions are appropriate with lasting uniting desire to involve social responsibility and its influence on the go. In addition to this, since Nielsen's latest measurements of social consciousness are of willingness to give more money for goods and services, local dependences —and demographic facts— include big differences in cost consideration.

Due to the survey, one of the difficulties of marketing is properly reaching out to the conscious consumer. In order for a consumer to act simultaneously because of a brand's social investings, they should firstly be aware of these.

In general, according to cause marketing, basic belief in loved ad engine can be even more necessary than advertising at big scales. Customers have grown undoubtedly sentimental to spreading the idea that a brand will artificially and intentionally smash its environmental or yes, political investments for customers.

When we talk about proposing and recommendations, socially-conscious customers rely on advices from the ones they know in personal (93%), while also searching consideration and data demonstrated by other customers worldwide (78%), slightly more than the international online questionnaire (93% and 71%, indeed). Among well-paid, third-party ad channels, socially-conscious customers mostly believe in Television and paper media, though they see to be more relying on the advertising in broadcast.

This survey validated the impact of social media and consumer behaviour in cause marketing. Socially-conscious customers are more likely to believe in advertisings which spread on social media and they were also more willingly than total people (58% vs. 47%) to claim they use social media tools when doing shopping or purchasing something.

1.1.2.6 The showroomers

Are those people who read all the beneficial information and useful articles they can achieve about shopping and trade. We can usually see them bartering something, finding and offering some good and inevitable prices and attempting to make price-matching strategies.

1.1.2.7 The wanders

Are the type of consumers who are just ‘hanging around’ in this or another place and seeking for something ‘attractive’ and eye-catching. They do not have any absolute intention to shopping, what they do is nothing but ‘killing time’.

1.1.2.8 The consumer on a mission

This weird term refers to the type of customer who knows what does he/she want truly and can appreciate their liking. They are object-oriented customers who endeavor to get something they want ‘so badly’ and accomplish ‘their mission’.

1.1.2.9 The abashed or changeable shopper.

As we may know from the name itself, this customer honestly doesn’t know what he/she really wants and sometimes a desire to buy everything, sometimes nothing become his/her shopping motto.

1.1.3 The bargain-hunter.

Yes, this customer seeks for only shopping and the arrangements on the prices do not mean a lot to him/her, when the ‘hunting season’ begins, the bargain-hunter doesn’t pay attention to the brand name or something dealing with other quality, they solely have a desire to buy.

1.1.3.1 The communicative customer.

These are some communicative and talkative persons who like to chat with other customers about the shopping, sometimes we can amaze at their enthusiasm but when they hinder you from going to your destination in time and even visiting other markets nearby, it may become annoying.

The consumer is usually confused by the appearance of anticipation in different views. (Picture or graphic 1) Is a "child who wants a toy train" a consumer? Or is this the "mother" who thinks that she can be a good birthday present for her child and who tries to convince her husband in this kind of matter? Although the roles are different in this case, everyone in the family is the consumer. At the beginning, the child is "needy" and eventually plays the role of "user" in consuming process. The mother takes the "impressive" role by explaining the idea. And the father plays the role of "customer" by buying what they want.

The consumer is the person who purchases some goods and services for a certain price. Consumer behavior has been a matter of marketing as a process starting from the moment consumers feel need to use the goods and services to meet their needs and the process of evaluating the benefits they provide after using them.

So in conclusion, we can say that the consumer is the person who buys and uses the product or services. People who are engaged in purchasing or potential purchasing to satisfy their wishes and needs are typically called 'end consumers' in the market.



Customer types

Figure 1

Chapter 2 – Framework of FMCG sector

2.1 Definition of FMCG

FMCG (stands for fast-moving consumer goods) sector is increasing each day. In the past years there were only few players in each area of the sector, but today due to the improvement in the production technology, the ease of finding an educated employee, the ability to easily access production information, and the increase in financial resources, many entrepreneurs have started to produce some fast moving consumer goods.

Almost everyone in the developed and developing countries uses fast-moving consumer foods everyday and their impact on our lives is undeniable. They can vary from the purchases we make at grocery, supermarket, warehouse to fast-food restaurants. FMCG products have usually short shelf life, the profit margin per personal sales may be low, but the volume of sales makes up for it. For example, the market for \$2.99 apple juice is much larger than the market for \$150 juicer.

The FMCG marketplace is very huge and includes some of the tremendous, biggest and oldest companies in the world, such as The Coca-Cola Co., Unilever, Nestle, P&G etc. Coming to investments, FMCG stocks may be generally low-growth, but at the same time, safe bets with predictable margins and stable returns.

FMCG includes more than half of all consumers spending around the globe, but they tend to be low-involvement purchases as well. Many consumers are more willingly to show off a durable goods such as a new car or beautifully designed brand new smartphone, than a bottle of fruit juice they picked up for \$2.99.

Packaging and distributing is also important for FMCG products. The logistics and distribution systems often and usually require secondary packaging to maximize efficiency. The unit pack is critical and necessary for product protection and shelf life, but also provides information about the product to consumers.

According to a research by Metro chain stores, FMCG spending worldwide is around 18.2 trillion Euros in 2014. And we cannot be surprised: approximately

50% of FMCG expenditures are made in the USA and Europe. The top ten companies in the fast-moving consumer goods sector in the whole world are given in Figure 1.

And being said that, according to a survey by Metro chain stores, Nestlé is absolutely the largest company of the fast-moving consumer sector due to 2014 data. What follows it? Nestlé is followed by P&G, PepsiCo, Unilever and JBS.

2.2 FMCG market types

We can, no doubt, divide FMCG markets into some types based on the product specification. Let's have a look at what kind of FMCG products we use in our everyday lives:

- Processed foods: There are so many examples including such as breakfast cereals, sausages etc.
- Prepared meals: This includes prepared 'box-foods' that are ideal for today's busy people, example, Chinese box.
- Dry goods: Dry goods are consisting of some foods including coffee, tea, beans etc.
- Fresh food: Fresh and perishable food, etc.: fruits, vegetables.
- Candy: Today sugary and candy became a true enemy to the health of us, we know that so well, but yet we cannot resist a good brand-named bar of chocolate with a hot coffee aside it. Also includes sugary, confectionery.
- Frozen food: This includes froze items such as ice-cream, frozen beans, frozen fruits etc.
- Beverages: Here comes a big player of game. Includes packaged beverages like fruit juice, lemonades, bottled water etc.
- Consumer electronics: You can be surprised, but some of these durable products such as headphones, memory cards may be considered FMCG as well.

- **Cleaning Products:** These can vary enough: from baking soda to detergents.
- **Toiletries:** We use it at least two times a day as a rule of a healthy lifestyle. Toothpaste, shampoo, soaps etc.
- **Cosmetics:** Cosmetics such as hair conditioner, hairstyling products, crèmes.
- **Clothing:** We are talking about the products such as undergarments, socks, hats etc. which may be considered FMCG in some cases.

FMCG industry

Processed
foods

Prepared meals

Dry goods

Fresh foods

Frozen foods

Sugary

Beverage

Consumer
electronics

Washing

Toiletries

Clothing

Cosmetics

2.3 Consumer behaviour in FMCG sector

Consumer behaviour can be classified as the decisions that influence the buying or purchasing behaviour of a customer. The marketers from all over the world always study what drives consumers to choose a particular brand or product with respect to other and that is a question of all time. As a matter of fact, selection or decision process involved in purchasing is dealt with emotions, reasoning, needs. So the study of consumer behaviour helps us to understand what is going on exactly, learn from the past and even foresee the future. Some factors that affect consumers to buy include are economic condition, personal choices, campaigns (also discounts), influence by the other people or group and purchasing power.

The investigation of customers helps companies and organizations develop their marketing strategies by getting issues such as how

- The psychology of how consumers consider, express and choose between two alternatives (e.g., brands, services);
- The psychology of how the customer is impacted by his or her side (e.g., culture, beloved ones, social media tools);
- The manner of customers whilst shopping or making other marketing decisions;
- Diminishing in consumer getting or data processing goods impact deciding and business income;
- How customer selection and comprehension strategies differ between offerings that differ in their level of significance or overall manner that they are suitable for the customer;
- How businesses can get and develop their marketing strategies and branding campaigns to more deeply study the customer.

Customer behavior gets the investigation of how men--either individually or in amounts- get, use, satisfy, disregard, and make some decisions about products, servings, or even lifestyle tools such as socially responsibility and row eating habits like Stone age diets. As an developing being, an individual should not be so much strict about this meaning. Various alternatives, each taking a little various point of view and stressing variable sides. Although the core presented hereby proclaims that:

- The timing happens either for the person, or for a group (e.g., relatives impacts what sort of clothes an individual wants to wear out, or friendly impacts which brand of washing tool should be selected).
- Customer behaviour is consisted of the usage and non-usage of products, also the studying of how they are bought. Product usage is usually of great manner to the marketer, because this may impact how goods is best placed or how people can reduce overconsumption. From the times of many ecological problems happen from product disposal (e.g., car oil sent to sewages to reduce the delayed cost, or package tiling on at landscape) that is an sphere of personal interest as well.
- Customer behavior involves everything and consideration as well as disposable productions
- The influence of customer behaviour on humanity is also of significance. In other terms, aggressive selling of high fatty burgers, or aggressive marketing of catchable borrows, might have strict hesitations for the national business and economical situation.

There are also several good sides of customer behavior:

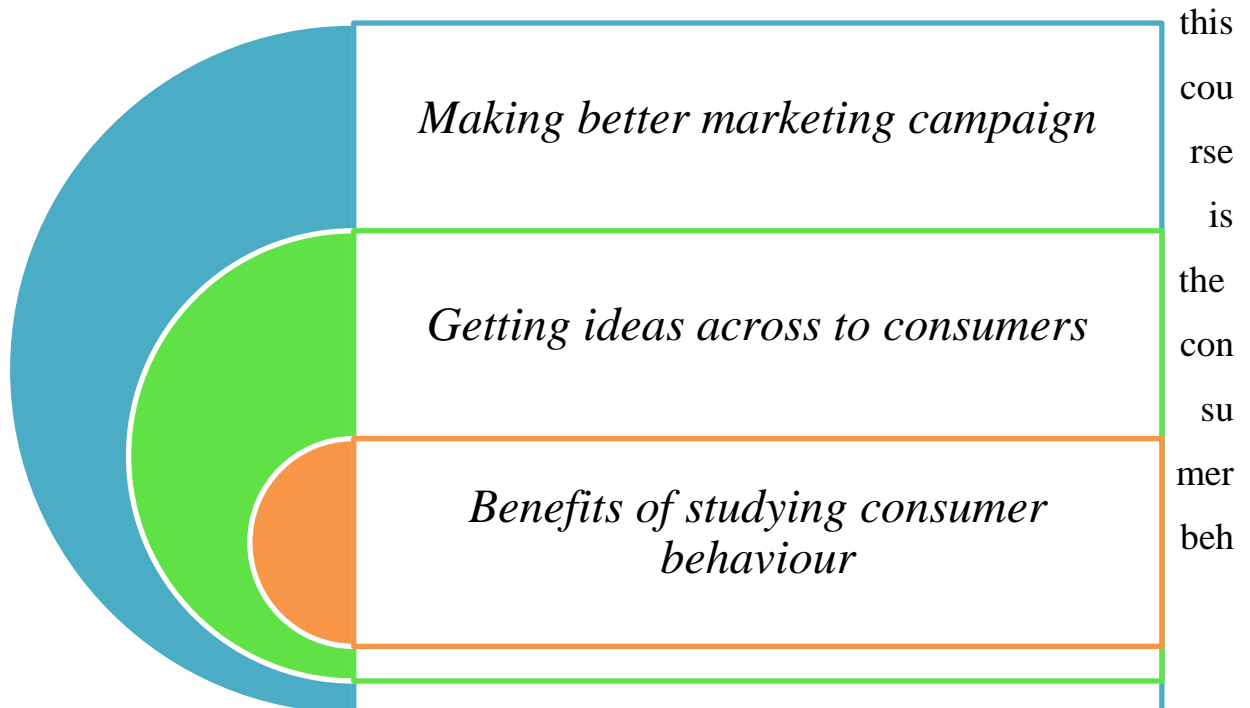
- The most clear is for marketing manner— for making better marketing strategies. For instance, by comprehending that customers are more sensitive to food ads when they are really hungry for times, we start to place snack ads in the noon. By comprehending that new products are usually as well as got by so much customers and only differ then, and only sometimes, to the rest of the people, we get that businesses that give new products should be with a good amount of money so that they may stay motivated until their offerings become a commercial phenomenon and it is necessary to make pleased existing consumers, because they are going to impact many latest consumers' brand selection.
- Behavioral marketing consist of getting considerations across to customers rather than selling products. Professor Fishbein went on hesitant to work for the Headquarters for Illness Control attempting to diminish the incidence of

transition of illnesses via illegal pharmacy usage. The best resolution, clearly, would be if we might compile illegal drug sellers to cease. This, in terms of that, was prognosed to be unbelievable.. It was also emerged that the practice of mutual needles was too accustomed and pleasing in the pharmacy culture to be ceased. Consequently, usage of knowledge of customer behaviours, Professor Fishbein maintained a campaign that increased the washing of needles in sodium carbonate just before giving them another one, an aim that was trusted to be more real.

- Here comes the last advantage, studying customer behavior should absolutely make us better consumers. Totalsense claims for example, that if you purchase a 32 liquid ounce bottle of washing whitening, you should give much less per ounce than if you purchased two 16 ounce bottles. In fact, however, you often give to a size average by purchasing the bigger amount. So, in this case, considering this fact will sentimentalize you to the need to examine the amount price etiquettes to reveal if you are really taking a trader.

Several

There are random units in the market that can be analyzed. Our main goal in



aviour. Although we will also need to analyze our own company's empowerment and weaknesses and those of competing companies. Imagine, for instance, that we prepare a product aimed at mass consumers, a growing sphere. A competing company that targets children, a growing market, is likely to implement positioning to our business. To make a competing company's expected welfare, we need to grab its needs (e.g., technology, patent laws, business knowledge, awareness of its well-known) against enforcement it faces up the competition. At last, we need to examine sides (the marketing sphere). For instance, however we can have improved a product that offers great attractiveness for customers, a stagnation may reduce demand suddenly.

2.4 FMCG sector in developing countries

FMCG is a groundbreaking beneficial business in developing countries according to the data and analyzes, because the purchasing ability in these countries is due to the huge population. In some countries of Africa, also in India, Middle East, Turkey etc. FMCG sector became an inseparable part of modern life and consuming. Let's study it in the sample of Turkey and India.

If we examine the data for Turkey FMCG sector, the largest share belongs to food products in the industry with 49.5% in 2015. Food products are followed by tobacco products with 38.8% and personal care products with 7.5%. The ratios over years of fast-moving consumer goods are given in the chart in Figure 4.2 for the years 2014-2015.

Since the fast moving consumer goods sector is a dynamic, constantly changing, renewable sector, competition is also important and needed to be taken care of. Because of intense and hard competition, companies and marketers must always be active and open to any improvement and development. In addition, good news is this sector is expected to be affected by rising economic crises than other sectors and reason of this is utterly clear: many of the fast-moving consumer

goods are basic necessities and people cannot live without their basic needs. “The Growth Reporter” reports of the 3rd quarter of 2015 measured the highest sales growth in nominal terms compared to the previous year by 12.4% among Turkey and the European countries. Only food category constitutes 49.6% of the sector. The growth rate of the sector compared to the last year was 13%, while the growth rate of the category of food except alcohol was 12,6%.

Of the food category, 21.9% were from beverages (total alcoholic and non-alcoholic), 10.7% from sugar, 6.3% from milk (dairy) products, 6.2% from daily products, 2.8% from oils and 1.6% is made up of frozen milk desserts.

Rapid consumption of the top 10 companies that constitute the product category and top 10 companies and the food industry in Turkey are given in (Figure 1).

<i>TOTAL TRADE</i>			<i>FOOD</i>		
	2014	2015		2014	2015
ULKER	7,7	7,6	ULKER	9,6	9,4
UNILEVER	6,4	6,5	CCC	8,11	7,8
CCC	6,2	6,0	PEPSI CO&FRITO LAY	5,7	5,8
PEPSI CO&FRITO LAY	4,3	4,5	UNILEVER	4,5	4,9
P&G	4,3	4,1	ETI	4,6	4,7
ETI	3,6	3,6	NESTLE	3,4	3,7
NESTLE	2,6	2,8	PINAR	3,2	3,2
CAYKUR	2,0	2,2	SUTAS	3,0	2,8
SUTAS	2,3	2,2	MONDELEZ	1,7	1,5

Figure 1

While “Ülker” is in the first place in both total trade and food category, it is followed by Unilever, Coca-Cola, PepsiCo, P&G and Eti. Food is followed by Pepsico, Unilever while Coca-Cola takes second place. The total incomes from fast moving consumer goods sector of confectionery is 10% and also a significant part of the confectionery in Turkey (biscuits, cakes, chocolate and chocolate-coated products). According to the Nielsen 2015 year-end reports, “Ülker” leads in the chocolate category and “Eti” is the leading company in bakery products.

Today FMCG industry is the 5th biggest industry in the Indian economy and according to the last measurements; Household and Personal Care are 50 percent of FMCG sales in India. Increasing information holders, easy achieve and changing life circumstances have been the main growth factors for the whole industry. In fact, the urban area is the biggest contributor to the overall motivation controlled by the FMCG industry in India and it's recorded approximately a market size of US\$ 29.4 billion in 2017. But in the recent years and passing times, the FMCG sector has increased at a faster step in India's country sides when compared with cities. Semi-urban and rural areas are increasing at a rapid speed and FMCG products are 50 percent of total rural spent.

The retail market in India is accounted to reach US\$ 1.2 trillion by 2020 from US\$ 685 billion in 2016, with current trade ratio expected to increase at 22 percent - 26 percent per year, which is likely to boost overall incomes of FMCG businesses. In 2017, income from FMCG industry have reached out to US\$ 50 billion and is counted to grow at 10-10.5 percent supported by regulations of the all consuming range catching nearly US\$ 4,000 billion by 2020 from US\$ 1,500 billion in 2015. And selling sector in India is anticipated to attain Rs 160 billion (US\$ 2.6 billion) by 2021, if supplied with a permeable environment via reclamation and adjustment.

Rural consuming has grown, led by a unification of increasing earnings and greater desire steps; there is a grown demand for brand-named goods in rural India. The FMCG industry in India is anticipated to increase at a CAGR of 14.8 percent, and achieve US\$ 250 billion by 2030 from US\$ 30 billion in 2015.

Moreover, with the portion of non-organized market in the FMCG industry, the organized industry increase is prospected to arise with high level of product consciousness, enhanced by the progress in today's resale.

One of the important factors thrusting the demand for food products is the increasing young population, principally in the country's cities. India has a great ground of young customers who compose the absolute majority of the workforce and because of time limitations, hardly get time for cooking.

The internet portals are anticipated to play a main role for businesses attempting to preface the hinterlands. Today internet has partaken in a large way, simplifying a cheaper and more appropriate assets to increase a company's potential. It is expected that 42 percent of FMCG buying in India will be online by 2025, hence doing it a US\$ 6 billion business chance. Until the year 2030, e-commerce sites will participate around 15-20 percent sales of many predicaments in the FMCG industry.

Chapter 3 - Research in Azerbaijan's FMCG market

3.1 Purpose of research

The main purpose of this research is to get enough information about the current situation of FMCG sector in Azerbaijan (as a fast-developing country) and measure usage of FMCG products in accordance with some statistical information from suggested and reliable sources. So unfortunately, there is not a direct investigation and research about FMCG market of Azerbaijan and therefore there is not any statistical information dealing with FMCG in the governmental official sites (including State Statistics Committee). So we concentrated on the data and information that sourced from the approved non-governmental sites and referred to them. As coming back to main purpose, we want to investigate the current problems of FMCG sector and foresee the upcoming ones to prevent any damage to economy. The main players of Azerbaijan market are included in this study as well.

3.2 Research method

Method of this research is to compare the last (2017) data and information about the usage of FMCG products in Azerbaijan market, then analyze the customer behaviour of people due to the purchasing potential and conclude some true, data-based, reliable source for ceasing this study. Of course, there should be much more studies about the problem, because as we mentioned before, there is a lack of information when it comes to FMCG-only analysis in local market including national brands, their role on economy and customer behaviour and personal choices over products offered by both national and international brands.

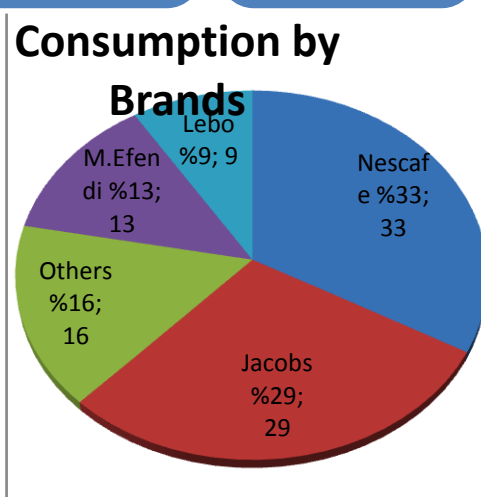
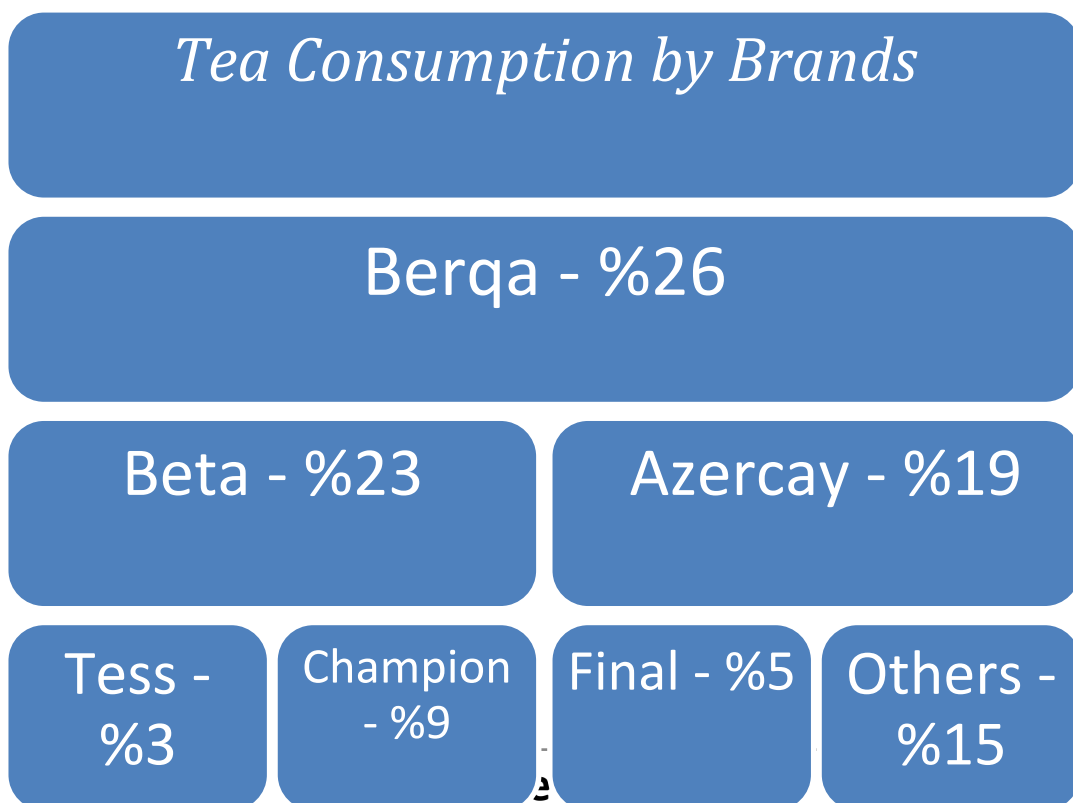
3.3 Data

So here comes the real data: we investigated some local-based analysis sites and got some surprising conclusions. Before going further, let us concentrate on

some specific areas of FMCG products including food (tea, coffee, beverages, chocolate, dairy) and washing. What is current situation of these products over market and what do our purchasers prefer overall?

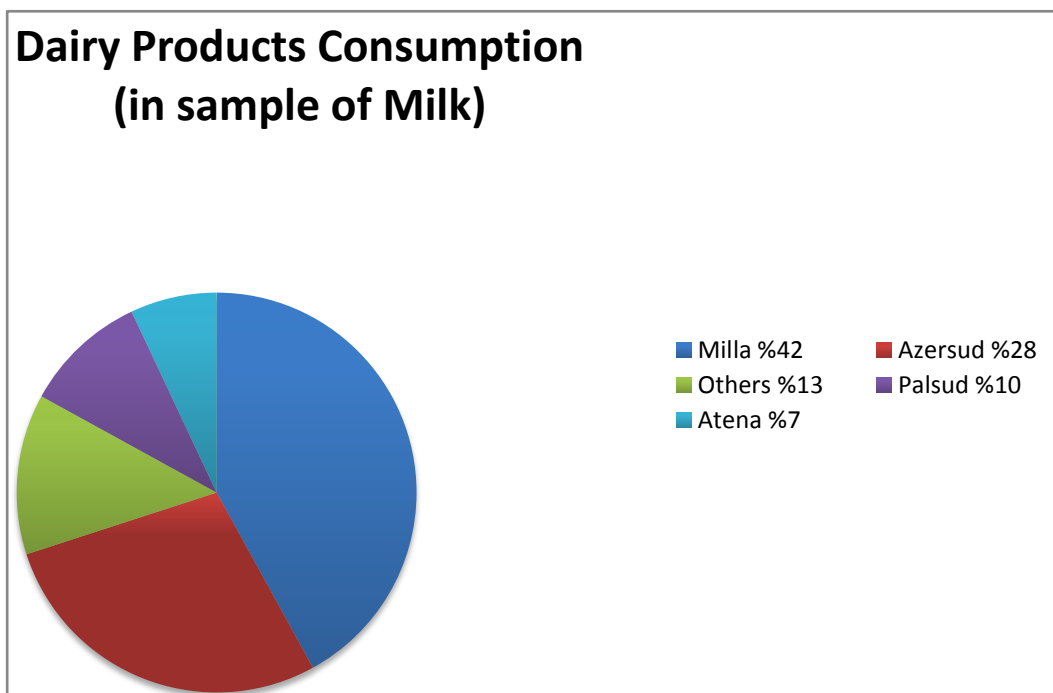
Important note: below mentioned data and charts include only capital-based (Baku city) infographics but it should not mean its range only consists of short and not-enough information, when we take into account that approximately half of the population lives here in Baku, then we can easily say information we are going to give here is sufficient.

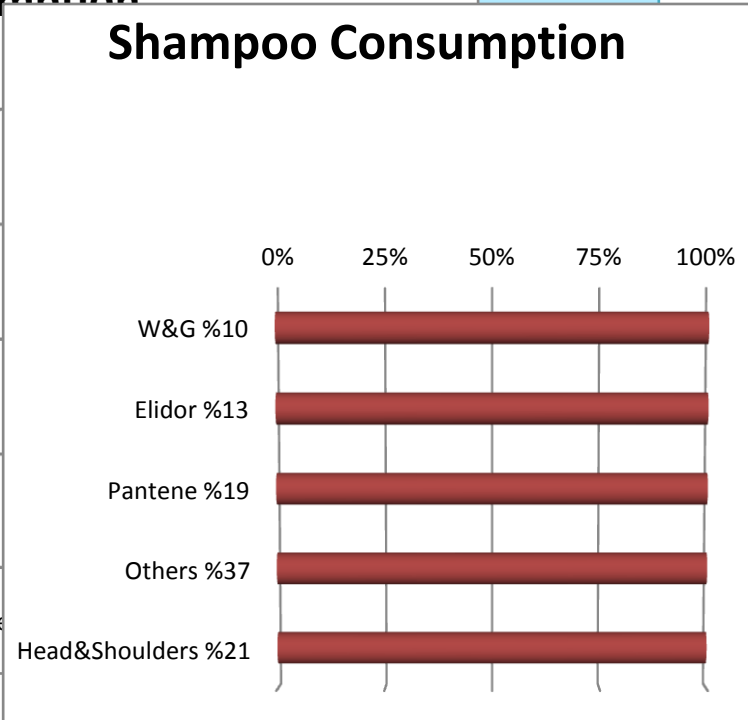
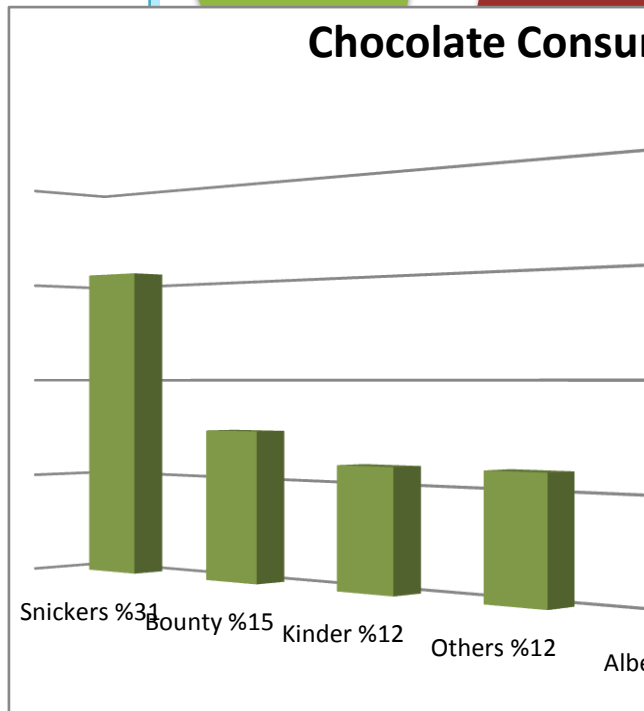
As being some of the strategical products over the world, tea and coffee are our mainly using everyday products, we cannot imagine our day-start without a cup of tea and recently purchasing of coffee is increasing. Tea and coffee consumption is showed below:



Let's have a look at the other charts and diagrams which may give us a total consideration about usage of the FMCG products:

z





3.4 Analysis of data

As we can see from the chart (Figure 4), national brand ‘Berqa’ dominates the market, followed by other national brands, ‘Beta’ and ‘Azercay’. There are enough tea products from all over the world in our market but the consumer prefers and believes in national brands.

Coffee consumption comes next; here we can observe a little different situation due to some reasons including self-production. We do not produce any

coffee products (except very few recently) and international world brands dominate in the market. First runner, as we all can guess, Nescafe, then comes Jacobs and others (Figure 5)

Beer consumption shows another corner of the whole picture; national brand 'Xirdalan' is the first, it is followed by Turkey brand Efes. It demonstrates we prefer much more to drink 'local' than 'foreign'.

Despite we the people of Azerbaijan always prefer to have natural and fresh food in our tables, the population who lives in the big cities like Baku is outreached from the fresh dairy products, especially milk, that's why those people is obliged to buy 'pasteurized version' of milk. National brand 'Milla' dominates here and is followed by Azersud, the total domination over %80 is belonging to national brands.

When it comes to shampoos, we have no choices over international known brands unfortunately, because we do not have a shampoo brand (except some 'curative' remedy versions like 'Herba Flora'). The biggest winner is Head&Shoulders which belongs to P&G company (Figure 6)

We eat the famous and trusted brands of chocolate according to data we gain recently (and probably, ever). We have big chocolate firm named 'Ulduz', but we always complain about its quality and prefer the qualitative ones like Snickers, Bounty etc. (which belongs to 'Mars' company and over %80 domination goes to this brand here).

Conclusion

In our study, we have tried to have a close look at the problematic of customer, customer behaviour, customer/consumer types, FMCG markets in current situation of our modern world, their types which vary enough and FMCG sector in Azerbaijan, as a developing and dominant, most powerful country of South Caucasus region. Furthermore we should concentrate on the conclusion and the probable implications we can make due to our study so far.

Beforehand let us know what we have learned. In modern days, the analysis of consumer, its wants, needs, potential of consumption, good services and etc. are vital to study and we cannot make any right decision without study them deeply and by heart. If we want to succeed in any kind of business (no matter what it is), we should learn the 'rules' created by the powerful minds before us and use the appropriate tools to make our business flourish and spread. At the start, we looked up the customer. What is customer? An individual or person who has a desire or need to purchase something offered by some business or company, as we can see, customer is the core or even spine of the trading process. Then we investigated the types of customer which characterize them as an independent individual who have unique, extraordinary and not-the-same desires. Existing customer, former customer, potential customer, conscious customer, abashed shopper and the others can define the differentiation of customer profiles and may give an idea to marketers about how to treat with them specifically and subject-oriented. Then came fast-moving consumer goods, we tried to study this kind of new phenomenon and its features, its impact in our everyday consuming habits. Then we reached out to our main study subject - the expected or unexpected behaviours of customers, their roles in the social economy, how to characterize them, how to divide them into some types and how to know affect them. The psychological mood or phrase of a person is vitally important for FMCG sector, so they often make some holiday

specials, big discounts, sometimes give even free gifts to achieve consumer satisfaction and make sure their clients, their customers stay motivated.

So the main question here should be like that: “What does consumer need/want?” And the reverse question is also necessary: “What can we offer to consumers and what can we gain?” In the samples of some developing countries (especially Turkey), we endeavoured to show the current tendency of usage of FMCG products and their rank of necessity. We did not go so far and turned our faces into studying the current situation in Azerbaijan. As a former Soviet country, Azerbaijan has faced up with so many challenges especially when it comes to national economy, hovering between the one party habit where everything including economy was ruling from the same centre and the new, fresh and independent market and modern Western democracy. But today the state has reached to a new, qualitative level of progress and its economical exponents are getting better and better every year. We also learned that the market of FMCG products in Azerbaijan is very important part of everyday life and provision the impact on economy. We also studied the needs and wants of Azerbaijani people due to the usage of FMCG products. In our reality, there are so many factors that affect the buying or purchasing ability and one of them is absolutely psychology. A man may be emotional, hesitant, sentimental (apart from pragmatism) and even angry sometimes, we cannot deny the stressful hours of our modern days, the long-hour work times, the queue at the supermarkets, rendezvous or appointment we make to meet our dentist and to have a spare time to examine, sometimes exam stress, internal depression, social factors etc. We can certainly lengthen this list until the very end of life and all of this affects us this or another way, including our potential and enthusiasm for purchasing something new. This is where modern social psychology comes to our help; we can study the expected behaviour of consumers and therefore predict what is going to happen next. This is where two branches of science intersect: modern social psychology and economy. We all can resemble our childhood times, during those very futile, but beloved times we were dreaming about buying some new chocolate or sparkling waters, we were wishing

them much more than the need for clothing or anything else. It was because of those dazzling and gorgeous ads on TV we see every hour and in other words, we were 'charmed' by those deeply psychological mind-games.

In Azerbaijan the role of FMCG sector on economy is getting bigger every day and almost all of 'main players of the game' (the world's most famous and trusted brands) is represented in our country. It is controversial how many times we damage our health by using unnatural and chemical, processed products and it is a huge, global problem. As said in the famous quote, we are what we eat and today we are too far away from fresh and natural nutrition, it is one of the mainly dangerous problems of our existing and the future of human-being. There are so many speculations and warnings due to the harms of drinking a bottle of Cola and we hear it every day, but somehow it becomes our daily habit and we cannot refuse to take that 'pleasure'. Azerbaijan may be a small country by its territory, but today has one of the most powerful economies among the developing countries. And this factor opens the door to the investors and businesses from all over world.

While it is still a big subject and problem that needs to investigate deeply and professionally, we can list what we implicate from this study as below:

- Consumer is an individual who stands in the core of shopping process and his needs are the most important things to implement;
- If we have no customer, we have no business either;
- Customer or consumer behaviour is one of the main factors that affects the buying ability and should absolutely be investigated;
- Customer behaviour (as a scientific subject) stays between social psychology and economy and if we want to succeed in studying it, we should take it into account both as a whole and dual concept;

- Modern marketing psychology offers so many ways to attract the purchaser which are shown in the studies from all over world;
- To study customer behaviour we use a methodology based on the consumer types which involves both purchasing ability and psychology;
- Customers types can vary and every marketers may have a unique and special approach, but in general or in the abstract we can divide them into particular types;
- Existing customer, conscious customer, former customer, the bargain-hunter, discount customer, potential customer, the wanders and the others are the types of customer and if we want to study their psychological sides and behaviour, we should investigate them specifically;
- The main types among them are existing, former, conscious and potential customer;
- Existing customer doesn't mean the marketer has a customer 'in the pocket', it is very easy to lose this customer due to the lack of attention, but at the same time, when it comes to behaviour, existing customer is a loyal one who the marketer can always rely on;
- Former customer is a one who is not active buyer, between the last purchasing and today, there is a hiatus and the marketer is worried because doesn't want to lose a customer;
- Conscious customer is the type of customer that knows the best prices on the market and has a good ability of consideration to compare, so it is not that easy to make him/her buy everything 'unconsciously' by the marketer;
- Potential customer is a desire for the marketers: to obtain more customer profiles, they need some 'fresh' ones and if they treat with them cautiously and with care, those people have a perfect 'potential' to become an existing customer.

The growing FMCG sector is investigated as below:

- Fast-moving consumer goods is a reality of today's marketing and our essential needs are made of even %70 or more of it;
- FMCG market types are based on the specific area of production and may vary from the foods (frozen food, beverage, processed food, fruits and vegetables, dairy etc.) to the washing, toiletry, clothing stuff (soap, shampoo, hairstyling, detergent, crème, socks, undergarments etc.) which form our everyday essentials.
- The big players always dominate the world market (and local markets) like Nestle, Coca-Cola Co, PepsiCo, Ferrero, Unilever, P&G etc.;
- The current condition of the FMCG products in developing countries is stable and dominant players are ruling here as well;
- As a great sample of developing countries, in Turkey FMCG products percentage differs: the food products is almost a half share, they are followed by beverages, sugary, dairy products. One of the remarkable aspects of FMCG sector is that the national brand "Ülker" is the leading company of the country.

During investigating Azerbaijan's fast-growing FMCG market, we came to a conclusion that:

- Approximately half of the national market is dominated by foreign or world brands which known as best-quality products worldwide;
- Our people are not exception; the total trade of FMCG products is getting bigger and bigger every passing day and they have become a part of our everyday lives;

- Although we have enough national brands as a competitor to international brands, when it comes to quality, they lack of it and that's why people prefer to purchase world brands;
- Despite sugary, washing, clothing, beverage (non-alcoholic), coffee etc., in our market the domination of meat, poultry, dairy, tea is 'national';
- If we want to ask 'what does influence consumer to buy a product or choose among very multi-named brands?', our answer would be like that: 'People try to use only best-quality products and that's the main factor in impacting behaviour of a customer, they believe in some brands as a trustworthy choice (like tea, dairy), but when hard decisions about sugary, beverage, washing are made, the majority goes to international brands;
- The main factor that has an impact on the consumer behaviour is a seek for quality;

How can we improve the behavioural aspects on FMCG sector and what can we suggest:

- To improve marketing success, we have to concentrate on the quality factor;
- No matter what developing country we live in (as well as in Azerbaijan), the total need for purchasing will always emerge as a need for quality, that's why we choose international, reliable brands to use;
- There are many types of customer which we can observe any day in any market, to reveal the most beneficial and common type, the companies need to be more detailed and customer-oriented, because as we said before (not only 'us', there are also so many 'smart guys' that always mentioned this aspect), 'if there is not a customer, there is not a business either';
- If we want to affect someone to buy our product, we should take into account his/her behaviour and study the behavioural aspects of purchasing which modern social economy offers us so much knowledge to take advantage of;

- Unfortunately, there is not enough investigation or statistical information about the current situation of FMCG sector in Azerbaijan market except some few, but trustworthy analytical e-resources, so we need to fill this ‘scientific gap’ and do more research in the near future to evaluate the real situation.

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Appendixes

Survey questions in English:

1. What national dairy brand do you use in your everyday life?
 - a) 'Milla'
 - b) 'Atena'
 - c) 'Azersud'
 - d) Others
2. What national poultry brand do you use in your everyday life?
 - a) 'Seba'
 - b) 'Siyezen'
 - c) 'Mercan'
 - d) Others
3. When it comes to prefer a product on the market shelf, what is the main factor that affects you?
 - a) The package
 - b) The weight
 - c) The brand name
 - d) Other
4. Is it really necessary to prefer some international brands over national ones?
 - a) Yes, the quality means a lot to me
 - b) No, but I have to behave just like others

- c) I feel free to choose from the brands, it is not necessary if it's international or reverse.
5. What would you advise to the marketer of your favourite product if you'd have a chance to meet?
- a) Please concentrate on the quality, recently I am not having the same taste;
- b) Please, produce more and more and more, I cannot get enough;
- c) The prices are dreadful, stop annihilating your customer.
6. Would you like to be a businessmen and produce your own product?
- a) I do not think so;
- b) It depends on the future situation;
- c) No, because all of them is not sincere;
- d) Exactly, because it's my dream

Survey questions in Azerbaijani

1. Hansı yerli süd məhsulları markasına üstünlük verirsiniz?
- a) Milla
- b) Atena
- c) Azərsüd
- d) Digərləri
2. Hansı yerli quşçuluq markasına üstünlük verirsiniz?
- a) Səba
- b) Siyəzən
- c) Mərcan
- d) Digərləri
3. Market rəflərində seçim edərkən sizin qərarınızı müəyyənləşdirən ən vacib factor nədir?

- a) Qablaşdırma
 - b) Çəki
 - c) Brend adı
 - d) Digər
4. Həqiqətənmi, beynəlxalq brendləri seçmək bu qədər vacibdir?
- a) Bəli, keyfiyyət mənim üçün hər şeydir
 - b) Xeyr, sadəcə başqaları nə edirsə, onu edirəm
 - c) Mən onun yerli, yaxud əcnəbi istehsal olmasına baxmayaraq, istədiyim brendi seçirəm.
5. Əgər sevimli brendinizin istehsalçısı ilə tanış olmaq imkanınız olsaydı, ona nə məsləhət görərdiniz?
- a) Xahiş edirəm, keyfiyyətə nəzarət edin, belə ki, son zamanlar məhsulunuzdan eyni dadı ala bilmirəm
 - b) Xahiş edirəm, mümkün olduğu qədər çox istehsal edin, dadından doymaq mümkün deyil
 - c) Qiymətlər əl yandırır, xahiş edirəm, müştərini nəzərə alın.
7. Bir gün müstəqil bir biznesmen olmaq və öz məhsulunuzu istehsal etmək istərdinizmi?
- a) İnanmıram;
 - b) Vəziyyətdən asılıdır;
 - c) Xeyr, çünki biznesmenlərə inanmıram;
 - d) Əlbəttə, bu, mənim çoxdankı arzumdur.