

# **A Research Study on Shopper's Behavior in Russia: Marketing Opportunities**

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## **Abstract**

*Russia is an important market for multinational brands as well as for rapidly expanding Russian companies who are currently investing a lot, but there is a lack of systematic and regular academic research on the Russian shopper's behavior. Due to transition and the rapid changes imposed by a highly turbulent economic environment, understanding who the major consumers are and how their shopping behavior evolves is central to the success of marketing strategies in Russia.*

*The purpose of research is to understand the shopper's behavior in Russia and to identify different Russian shopper profiles and traits. This will help the marketers in clearly designing their positioning and targeting strategies for impacting purchase decision of these shoppers. For the purpose of this study qualitative data analysis has been applied with an exhaustive literature survey of research reports, newspaper articles and websites on the said topic. In addition to information from the secondary sources, the author has also used case study research method. The goal was to analyze the secondary source material as well as that was gathered by interviewing these different respondents and, based on the findings, form comprehensive profiles of different types of shoppers and how they are likely to act. It was found that the shopper behavior in Russia has five patterns which need to be taken into account by companies and brands when designing the shopper marketing strategies.*

*Research will be a good help and useful study for the students of Psychology, Consumer behavior and Retail Management.*

**Key Words:** Russian Shopper profiles, shopper behavior, purchase decisions and marketing strategies.

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