

SOFT DRINKS CONSUMER SEGMENTATION USING DEMOGRAPHIC AND CONSUMPTION CHARACTERISTICS: CASE STUDY CITY OF PRISTINA

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ABSTRACT

The purpose of this study is to analyze and segmentize (divide) the customers of soft drinks and identify customer profiles based on demographic and consuming features. Through a self administered questionnaire a total of 300 responders have been interviewed. Data analysis was done through factor analysis, K-Means Cluster analysis and ANOVA. Three segments were identified through these analyzes. These segments are named as "health sensitive cluster", "cluster of the taste and pleasure fans," and "cluster of carbonated drink fans".

Keywords: Segmentation, factor analysis, K-means Cluster Analysis.