

Regional peculiarities in consumers' leisure-time activities, consumer- and brand-preferences

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The Hungarian Scientific Research Fund supported „Lifestyle based consumer segment research” has been carried out between 2007 and 2010 at the Institute of Business Studies of the University of Szeged. The research focussed on a special field of the sociology of consumption: the investigation of consumption structure of given consumer segments and methodological finetuning of lifestyle research respectively. From methodological questions of lifestyle research two issues emerged as important topics: finetuning of status typology method in order to get a better fit to the Hungarian circumstances, and analysis of regional differences of lifestyle groups focussing on the South-Hungarian region. In 2007 a series of in-depth interviews was completed to found the survey. In 2008 we carried out the test questioning which was followed by the final survey in 2009. From 2009 autumn focus group discussions have been conducted to validate the survey results.

Keywords: lifestyle, leisure time consumption, status typology



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