

NEVIANA KRASTEVA

Sofia University "St.Kl.Ohridski" Faculty of Economics and Business Administration, Bulgaria

RESEARCH ON THE FEASIBILITY OF THE SWEDISH MARKETING CONCEPT "LAGOM" IN BULGARIA

Abstract:

In this work, we have the aim of describing, within the specified length, the essence of the Swedish concept "Lagom", the principles that it is based upon, as well as their applicability to Marketing in Bulgaria. It would be interesting to look into the idea of Lagom Marketing in Bulgaria and whether it would have some success. The Bulgarian and Swedish customers share some similarities - and a lot of differences. We will also present the research methods used. By using the survey polling method, we study whether or not the principles of the Swedish concept of Lagom are applicable to Marketing in Bulgaria.

We base our conclusions on the results of several surveys that we have conducted - some of them representative, the others mostly qualitative. Conclusions were made on the different Marketing approaches to be followed as a result of several studies covering more than 760 respondents about the attitudes of Bulgarians towards the principles of Lagom.

Some ideas for adaptation of the Swedish concept to Bulgarian Marketing will be given as conclusion to the study.

Keywords:

marketing, lagom

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