

CHAPTER 21

VALUABLE INSIGHTS INTO CONSUMER VALUES: THE CASE OF LATVIAN SOCIAL ENTERPRISES

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ABSTRACT

Social enterprises are becoming more and more important for social inclusion and reduction of poverty. Many countries world-wide have accumulated valuable experience in organization of social entrepreneurship and finding innovative approaches which are also analyzed by academic researchers and discussed on international level.

Aim: To identify the specific value segments among consumers of Latvian social enterprise products and services in order to provide practical recommendations for implementation of consumer-focused marketing strategies and more effective communication patterns based on an in-depth understanding of the values within the target audience.

Methods: The analysis of previous conducted research and scientific publications, analysis of social enterprise consumer survey results, for survey data analysis are applied analysis of descriptive statistics indicators of central tendency or location – arithmetic mean, mode, median, indicators of variability or dispersion – range, standard deviation, standard error of mean and cluster analysis.

Results – The results of this study provided detailed descriptions of the respective segments from the demographic point of view, outlined their shopping behavior, preferences for information channels, which altogether form a comprehensive set of practical recommendations for Latvian social enterprises for more

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effective communication with consumers as well as for public authorities looking to increase the awareness about social entrepreneurship within Latvian society.

Implications: The possible applications of research results for organization of work of social enterprises including application of digital marketing.

Originality of This Chapter: Since the academic research has only relatively recently started paying attention to the specific marketing aspects of social entrepreneurship, this innovative study contributes to a persistently growing and valuable body of literature which will serve as a guideline for both social enterprises as well as public authorities seeking to find more effective communication strategies.

Keywords: Social enterprises; social entrepreneurship; consumer research; consumer values; Latvia; Poverty

JEL classifications: C83; D14; D63; L31

INTRODUCTION

The discipline of social entrepreneurship has proved itself as an effective means of tackling various social, economic and environmental problems around the world by delivering significant positive impact and promoting social change and socially responsible consumption patterns. While striving to reach the goals of both their social missions and financial viability, social enterprises are facing competition from their commercial counterparts which leaves them at a disadvantaged position since social enterprises often operate under circumstances of constrained financial and human resources and often lack business development skills. In Latvia the field of social entrepreneurship is rather young. In the last 10 years, considerable improvements in the area of legislation, access to support organizations and financial grants have been made, however, the field is characterized by low competitiveness, lack of business and digital skills among social entrepreneurs and rather low awareness about social entrepreneurship within Latvian society. Therefore, the purpose of the research is to identify specific value segments among consumers of Latvian social enterprise products and services to provide practical recommendations for implementation of consumer-focused marketing strategies and more effective communication patterns, based on an in-depth understanding of the values within the target audience. The research methodology is based on analysis of previous scientific publications and survey results applying such methods as analysis of descriptive statistics and cluster analysis. Consumer value identification is based on list of values (LOV) methodology by L. R. Kahle which was selected as most appropriate considering the ease of its application, its methodological strengths and free accessibility. Authors identify that values such as security, warm relationships with others and a sense of belonging on average score the highest among consumers of Latvian social enterprise products and services. The lowest scores on average were attributed to such values as

excitement and fun and enjoyment in life. The results of cluster analysis yielded three consumer value segments, however, the values at the centers of the respective segments were relatively uniform, therefore Authors have chosen to segment the consumers according to the value they indicated as the most important in their everyday lives which yielded such three primary value segments coined by Authors as “The doers” (value self-realization the most), “The needed ones” (value sense of belonging the most) and “The relationship people” (value warm relationships with others the most).

Despite the significant social, economic and environmental impact that social enterprises generate around the world, their capacities in terms of financial resources, business skills (incl. marketing and digital skills), ability to attract high-skilled specialists, etc., are often limited which is also the case in Latvia, where the competitiveness of social enterprises and their public awareness and recognition is still rather low, although significant improvements have been made over the past 10 years. While the academic research has only relatively recently started turning its attention to marketing aspects of social enterprises, in Latvia the topic is still under-researched which accentuates the need to proliferate studies on marketing aspects which will provide valuable insights for social enterprises and public authorities for more effective and customer-oriented communication with target audiences. The current innovative study aims to reveal the specific value segments of Latvian social enterprise consumers and provide an in-depth understanding of their demographic profile, consumption patterns and preferences for information channels providing valuable, consumer-oriented insights that may help create more effective marketing strategies in order to drive and support the social economy in Latvia. Tasks of research: (1) analysis of recent research on social enterprise marketing and findings regarding importance of consumer value research and respective methodologies; and (2) analysis of survey filled out by 329 respondents. For data analysis such methods as analysis of descriptive statistics, cross tabulations and cluster analysis were applied. While the study provides valuable insights regarding values of social enterprise consumers, the following limitations could be potentially addressed in further studies: first, the study focused on Latvian social enterprises operating in the business to customer market; and, second, the study included social enterprises operating specifically in the area of charity shops, culture and education and design products, therefore a broader scope in terms of market social enterprises operate in as well as their operational fields may yield a more comprehensive understanding of the values of Latvian social enterprise consumers.

LITERATURE REVIEW

The hybrid nature of social enterprises, reflected in a continuous search for balance between their social and economic mission (Lee, Bolton, & Winterich, 2017), makes marketing efforts on behalf of social enterprises more difficult, requiring application of specific knowledge and insights that are characteristic to the challenging context of social entrepreneurship (Choi & Kim, 2013; Dees, 2012;

Lee et al., 2017; Mitchell, Madill, & Chreim, 2015; Roundy, 2014; Srivetbodee, Igel, & Kraisornsuthasinee, 2017; Tsai, Hung, & Yang, 2020). A comprehensive summary of previously researched social enterprise marketing aspects, accentuating the significant role of marketing in long-term sustainability and financial viability of social enterprises, has been provided by Bandyopadhyay and Ray (2019b). Nevertheless, marketing remains a significant drawback for social enterprises across the world (Bandyopadhyay & Ray, 2019a, 2019b), including Latvia (Līcīte, 2018a, 2018b; Lis, Wallberg, Nordström, Šuvajevs, & Ūlande, 2017) where marketing aspects of social enterprises have emerged as a nascent field of research (Casno, Šķiltere, & Sloka, 2019a, 2019b, 2020a, 2020b) indicating a positive trend and providing much-needed insights for social enterprises and public authorities in charge of promoting social economy. A source for potentially valuable insights for marketers is the information regarding the values that are significant to the consumers which increases the consumer orientation and consequently the effectiveness of the marketing efforts.

Consumer orientation, which can be understood as an in-depth understanding of the behavioral and motivational factors of the target audience, largely influenced by such psychographic aspects as consumer lifestyles and values, is essential for any business (Kaže & Škapars, 2011) including social enterprises. A better understanding of consumers' psychographic profile allows to build a closer, more effective relationship with the audience (Vyncke, 2020). While consumer lifestyles may be more visible on the outside, they are largely affected by situational factors (Kaže & Škapars, 2011), therefore consumer values, having a more central and definitive role in consumer behavior, are able to provide a more permanent and deeper understanding about consumers (Kahle & Valette-Florence, 2011; Kamakura & Novak, 1992; Liu, Eng & Takeda, 2015; Vyncke, 2020). While a number of well-known commercially developed consumer value research methodologies exist, their application requires financial investment. In the light of the aforementioned, among freely accessible and most often used methods for value identification are Rokeach Value Survey (RVS), Schwartz Value Survey (SVS) and LOV developed by L. R. Kahle (Lee, Soutar, & Louviere, 2007). Considering several methodological advantages of the latter (Kahle & Kennedy 1988; Kahle & Valette-Florence, 2011; Lee et al., 2007; Seligman, Olson, & Zanna, 1996), further discussed in the Methodology section, Authors selected LOV as the preferred method for consumer value identification for the current study. Attention to the importance of consumer value research has resulted in a number of trends that have been highlighted by research across the world, including Latvia.

Overall, in the Western Europe, the increase in the welfare and the overall level of security within societies has resulted in lower significance attached to values of security, traditions and conformism, while the importance of such values as hedonism and self-realization is growing (Leutner & Chamorro-Premuzic, 2016). *Euromonitor International* (2018), among others, highlights such changes in consumer values as a growing rejection of consumerism in favor of a simpler life and investment in emotionally rich experiences rather than things. While *generation Z* will be driving socially responsible consumption and requiring authentic and transparent communication in the future, the trends toward increasing awareness

of social and economic problems and willingness to make socially responsible consumption choices are already evident (Changing 2018). In Latvia, the research results (dated spring of 2014, and fall of 2016 and 2017) by research agency Kantar TNS (“TNS Latvia” Ltd), indicate a transition in values of inhabitants of Latvia from stability and security toward welfare and development, and at the end of 2017, toward unity, reflected mainly in mutual understanding and tolerance (Priedola, 2018). For social enterprises and social economies, the aforementioned trends provide a promising outlook in the future.

METHODOLOGY

A quantitative research design was applied consisting of a survey implemented with the help of *QuestionPro* tool, requesting respondents, to provide opinions regarding various aspects concerning social enterprises in Latvia, indicate their purchasing frequency from social enterprises, habits and motivations as well as provide answers to demographic questions and indicate importance of values according to the LOV methodology which was selected due to the relatively small number of units in the value survey, due to its ease of application across various cultures and due to simplicity in its implementation and free accessibility. The survey delivered a total of 329 responses which were filled out in full by 224 respondents. The sample size represents the consumers of social enterprise products and services – the population of social enterprise consumers is estimated around 20,000 consumers as social entrepreneurship is relatively new and there is just consumer niche – people supporting social entrepreneurship by purchasing products and services there from one side and relatively small amount of social enterprises in Latvia from other side (in 2020 there are operating 104 social enterprises). Majority the survey respondents (84%) were of female gender, more than 80% of respondents belonged to the age group of 16–45 and held wither a Bachelor’s or a Master’s degree. More than 70% of respondents had previously purchased products and services from Latvian social enterprises.

RESEARCH RESULTS AND DISCUSSION

Analysis of arithmetic mean indicators of social enterprise consumer values reveals relatively uniform significance – consumers have evaluated all values above 7, as reflected in [Table 1](#), however, the highest importance is attached to such values as security, warm relationships with others and a sense of belonging, but the lowest importance to values of excitement and fun and enjoyment in life.

Given the domination of *Millennium* and *generation X* among respondents, Authors explain the aforementioned high significance attached to the value of security as a manifestation of coexistence needs for *Millennium* generation respondents, but for *generation X* – as a manifestation of stability. Comparatively high importance attached to warm relationships with others and sense of

Table 1. Main Indicators of Descriptive Statistics on Significance of Values Indicated by Respondents.

	Being Well-respected	Security	Fun and Enjoyment in Life	Self-respect	Self-fulfillment	Sense of Belonging	Excitement	Warm Relationships with Others	A Sense of Accomplishment
Arithmetic mean	7.13	7.99	7.01	7.65	7.57	7.69	7.12	7.72	7.50
<i>N</i>	157	158	156	156	155	156	156	156	155
Standard error of mean	0.145	0.126	0.149	0.122	0.135	0.126	0.139	0.117	0.111
Median	8	9	7	8	8	8	7	8	8
Mode	9	9	7	9	9	9	9	9	8
Standard deviation	1.814	1.580	1.860	1.527	1.679	1.573	1.741	1.462	1.383
Range	8	8	8	7	8	8	8	7	7

Source: Authors' construction based on Kristine Casno designed survey conducted in 2019, $n = 329$ (evaluation scale 1–9, where 1 = important and 9 = extremely important).

belonging can be explained by the significant role of family for *generation X* respondents and by a need for community and potential affiliation with the country for *Millennium* generation respondents.

To obtain consumer value segments, Authors applied cluster analysis, which yielded three different consumer groups, however, the evaluation of values at the centers of those segments were relatively uniform, therefore instead Authors segmented social enterprise consumers by the value which they had indicated as the most important in their everyday life, as reflected in Fig. 1.

Although according to arithmetic means, security was most significant to social enterprise consumers, when faced with only one value choice as the most important in their lives, majority of consumers ($n = 38$) selected self-fulfillment (coined by Authors as “The doers”), followed by a sense of belonging ($n = 28$) (coined by Authors as “The needed ones”) and warm relationships with others ($n = 23$) (coined by Authors as “The relationship people”). These segments will be analyzed in-depth in further sections in order to provide valuable insights into the demographic and consumer behavior aspects of each segment.

“The Doers”

The dominating age groups within this segment are 26–35 years (53%), followed by 36–45 years (almost 30%). While female consumers are the majority (almost 87%) in this segment, the proportion of males in this segment is the largest, compared to other two segments. The purchasing activity of consumers in this segment is dominated by 1–4 purchases per year (almost 66%), followed by 5–8 purchases per year (18.4%). The consumers who could be potentially considered as socially responsible due to the high number of purchases, that is, 9–12 purchases per year and more than 13 purchases per year, represent 5.3% and 10.5% of consumers in this segment, respectively. 23.6% of “The doers” indicate their

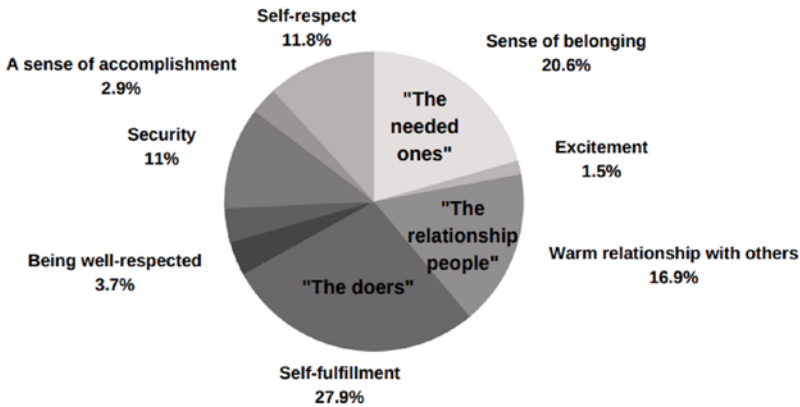


Fig. 1. Social Enterprise Consumer Value Segments According to the Value They Consider Most Important in Their Everyday Life.

Source: Authors' construction based on Kristine Casno designed survey conducted in 2019, $n = 329$.

information level about Latvian social enterprises as 8 or above, while 50% of the consumers' information level about social enterprises is 5 or below which is below average (evaluation scale 1–10). Among "The doers" the most preferred information channels for receipt of information (evaluation scale 1–10) about social enterprises are social networks (mean indicator of 8.43), radio (mean indicator of 6.51) and television (mean indicator of 5.83). "The doers" are most active at consuming products and services of Latvian social enterprises operating in the area of culture and education. While the products of charity shops are also consumed rather actively within this segment, they are two times less popular than products and services of social enterprises operating in culture and education area. The frequent shoppers (9 or more purchases per year) within "The doers" segment most often shop at such social enterprises as "Otra Elpa" ("Second Breath"), "Kalnciema kvartāls" ("Kalnciema quarter") and "Kaņepes kultūras centrs" ("Kanepes cultural centre"). Almost 50% of "The doers" indicate that their purchases are highly motivated by an opportunity to support social causes by providing the highest scores (i.e., 10), while the overall proportion of respondents in this segment who provided an evaluation score of 8 or above for opportunity to support social causes as a motivation factor is 78.3%, which indicates a uniquely high proportion of socially responsible consumers with "The doers" segment. The next two most important motivational factors for purchases from social enterprises in this segment are convenient location (arithmetic mean indicator of 8.51) and product or service quality (arithmetic mean indicator of 8.46). Although opportunity to support social causes is a primary motivator for "The doers," it does not fully translate into their shopping behavior as only 34.2% of "The doers" indicated a shopping frequency of more than four times per year.

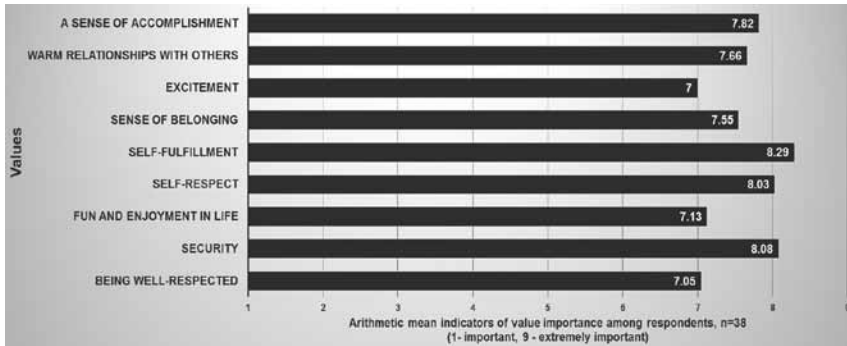


Fig. 2. The Complete Value Profile of Consumers in “The Doers” Value Segment. Source: Authors’ construction based on Kristine Casno designed survey conducted in 2019, $n = 329$.

The complete value profile of “The doers,” reflected in Fig. 2, provides additional insights into the value combination that is of utmost significance to consumers in this segment.

On average, the second most important value among “The doers” is security, followed by self-respect. The relatively high importance of security may be explained in terms of potential characteristics of risk-aversion as well as fears of financial stability and overall security level within the country. However, self-fulfillment as the central value fully corresponds with such characteristics of the *Millennium* generation as active involvement, self-confidence, desire to find self-fulfillment and be successful at what they do.

Applying the aforementioned characteristics into the context of Latvian social enterprises, it can be concluded that “The doers” may appreciate products of the DIY (“do it yourself”) category as well as products with a high degree of customization according to individual preferences, allowing to express ones’ personality and style. Aspects of quality and convenience are especially significant for this group. Considering the high importance associated to self-respect, “The doers” may exhibit a propensity to pay a higher price for products and services, acknowledging their status and personal confidence. In marketing communication, a high focus on social networks should be placed, accentuating aspects of social and economic impact associated with the purchase of products and services. “The doers” may also appreciate involvement in social enterprise activities, by providing advice and actively taking part in various projects and initiatives.

“The Needed Ones”

Among “The needed ones,” 96.4% of whom are females, there is a slightly smaller proportion of consumers of the age group of 26–35 (46.4%), and a slightly larger proportion of consumers of the age group of 36–45 (almost 36%). Compared to “The doers,” the proportion of consumers in this segment, who had previously purchased products or services from Latvian social enterprises at least five times of more per year, is larger across all age groups. It is interesting that with

regard the information level about social enterprises, none of the consumers have provided evaluations of higher than 8. Only 10.7% of “The needed ones” have indicated their information level about Latvian social enterprises as 8 (evaluation scale 1–10). 64.2% have indicated an information level between 1 and 5, which is more than 10% higher than the respective data in “The doers” segment, therefore it can be inferred that the overall information level of “The needed ones” is substantially lower. “The needed ones” prefer to receive information about social enterprises via such information channels as social networks (arithmetic mean indicator of 9.04), television (arithmetic mean of 7.88) and radio (arithmetic mean of 7.45) the most, furthermore, their evaluation toward all three aforementioned information channels is more favorable compared to “The doers.” Television as an information channel is significantly more favored by “The needed ones” (arithmetic mean indicator of 7.88) compared to “The doers” (arithmetic mean of 5.83). “The needed ones,” similarly to “The doers” are also exhibiting a tendency to purchase products and services from social enterprises operating in the area of culture and education the most, followed by charity shops. However, the proportion of “The needed ones” (40%), who have previously made purchases from social enterprises producing design products, is two times larger compared to that of “The doers” (19.4%). Compared to “The doers,” the consumers of this segment also have most often made purchases in social enterprise “Kalnciema kvartāls” (“Kalnciema quarter”), but the proportion of consumers who have made purchases from social enterprise “Otra Elpa” (“Second Breath”) and “Kaņepes kultūras centrs” (Kaņepes cultural centre) is 10% and 13% lower respectively, while the proportion of consumers who have made purchases from social enterprise “Mammām un tētiem” (“For moms and daddies”) is 12% higher. The frequent shoppers of this segment (9 or more purchases per year) prefer such social enterprises as “Otra Elpa” (“Second Breath”), “Kalnciema kvartāls” (“Kalnciema quarter”), “Typical,” “Mammām un tētiem” (“For moms and daddies”) and “Mēbeļu bode” (The Furniture shop). It is interesting that the lowest informational level about Latvian social enterprises indicated by “The needed ones” is 6 (evaluation scale of 1-10) and evaluation of 8 and above was provided by 92.3% of consumers within this segment, indicating an even higher proportion of socially responsible consumers in this segment compared to “The doers.” Following the opportunity to support social causes as the most motivating shopping factor among “The needed ones” (arithmetic mean score of 9.12), are such factors as product or service quality (arithmetic mean score of 8.96) and product or service uniqueness (arithmetic mean score of 8.76), closely followed by information in the social networks and website (arithmetic mean score of 8.720). It is interesting that the proportion of “The needed ones,” who have recommended purchase of social enterprise products or services to their friends, is 11% larger than that of “The doers.” Furthermore, the dominance of social responsibility aspects in shopping motivations of “The needed ones” actually translate into a more active shopping behavior – 43% of consumers within this segment made five or more purchases per year from Latvian social enterprises. Moreover, compared with the “The doers” and “The relationship people,” the proportion of consumers who have bought social enterprise products or services more often than once per month is the highest among “The needed ones.” Although “The needed ones”

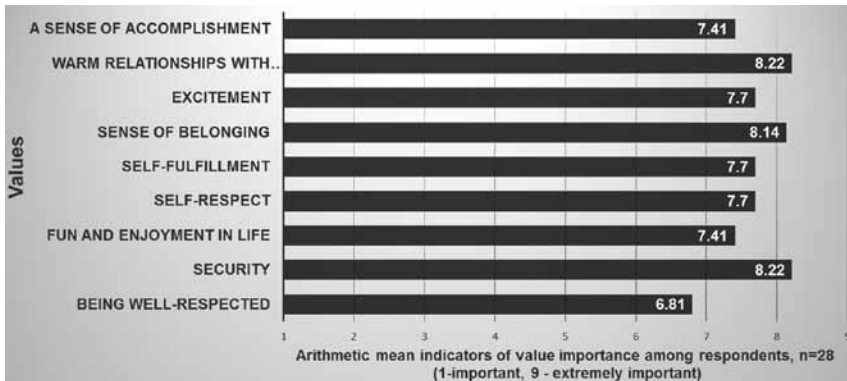


Fig. 3. The Complete Value Profile of Consumers in “The Needed Ones” Value Segment. *Source:* Authors’ construction based on Kristine Casno designed survey conducted in 2019, $n = 329$.

have selected sense of belonging as the most important value in their everyday lives, the complete value profile of “The needed ones” reveals a different picture, placing sense of belonging only in the third place, following such values as security and warm relationships with others, as reflected in Fig. 3.

Authors consider that a potential reason for the aforementioned discrepancy that led respondents to prefer sense of belonging as the primary driving value of their everyday lives while assigning slightly higher importance to values of security and warm relationships with others, could be the close association of the aforementioned values to sense of belonging.

Applying the aforementioned characteristics to the marketing context of social enterprises, “The needed ones” may potentially be an excellent target audience for Latvian social enterprises producing design products. It would be advisable to accentuate the Latvian origin of products when marketing them to the “The needed ones.” Furthermore, considering the importance to belong and also be needed in a sense, focus on social and economic impact in marketing communications may generate the greatest resonance within this segment. The principle of “buy one – give one” may also work well in this segment since it directly conveys the message of social impact. Overall, it may be significant to build a relationship based on an emotional attachment with “The needed ones,” providing a specific sense of belonging to the local community in marketing communication and providing opportunities to take part in various initiatives and workshops that provide visual evidence of the social impact generated by the social enterprise.

“The Relationship People”

Compared to “The doers” and “The needed ones,” this segment, 95.5% of which are females, has the highest proportion of respondents of age group 36–45 (39.1%) as well as of age group 16–25 (21.7%). The proportion of *Millennium*

generation respondents of age 25–35 years is 30.4%. The purchasing frequency from social enterprises in this segment is as follows: 1–4 times per year (52.5%), 5–8 times per year (almost 22%), 9–12 times per year (17.4%) and more than 13 times per year (8.7%). Compared to “The doers” and “The needed ones” this segment represents the highest proportion of consumers who have made purchases 9–12 times a year and the lowest proportion of consumers who have made purchases more than 13 times a year. With regard to the informational level about Latvian social enterprises, 26% of “The relationship people” have indicated an information level of 8 or above (evaluation scale of 1–10) which indicates that they are the best informed among the three consumer segments. The preferences for information channels among “The relationship people” are similar to the “The needed ones” – social networks (arithmetic mean indicator of 8.09), television (arithmetic mean indicator of 6.00) and radio (arithmetic mean indicator of 5.95), respectively. However, compared to other two segments, arithmetic mean indicators for social networks and radio are lower among “The relationship people.” Similar to “The doers” and “The needed ones,” “The relationship people” are also active consumers of social enterprises operating the area of culture and education, followed by charity shops. Compared to the previously discussed segments, this segment has the highest proportion of consumers of such social enterprises as “Kalnciema kvartāls” (“Kalnciema quarter”), “Kaņepes kultūras centrs” (“Kaņepes cultural centre”) and “Mammām un tētiem” (“For moms and daddies”). All the frequent shoppers of this segment (nine or more purchases per year) have made purchases from such social enterprises named as “Otra Elpa” (“Second Breath”), “Kalnciema kvartāls” (“Kalnciema quarter”) and “Kaņepes kultūras centrs” (“Kaņepes cultural centre”). Among “The relationship people,” the proportion of socially responsible consumers who have provided a score of 8 or above for the motivational factor opportunity to support social causes (i.e., 69.5%) is the lowest compared to “The doers” or “The needed ones.” The purchases from social enterprises in this segment are most motivated by such factors as convenient location of the social enterprise, followed by opportunity to support social causes and product/service quality and uniqueness. Although 78.3% of consumers within this segment have recommended purchase of social enterprise products to their friends and acquaintances and 78.3% also follow the activities of social enterprises in various information channels, the proportion of the respective consumers in other two segments is higher – 81.6% and 81.6%, respectively, for “Doers” and 92.9% and 85.7% for “The Needed ones.” Despite the aforementioned, “The relationship people” are the most active consumers of social enterprise products and services among the three segments with proportion of consumers who had made purchases from social enterprises five times or more per year being 48.1%. The complete profile of values within “The relationship people” segment, reveals also a relatively high importance attached to the values of security and sense of belonging, as reflected in Fig. 4.

Authors explain the relatively high significance attached to security and sense of belonging in this segment to the high proportion of *generation X* consumers as well as *generation Z consumers* for whom security is associated with close coexistence with others within family and surrounding community. Applying the

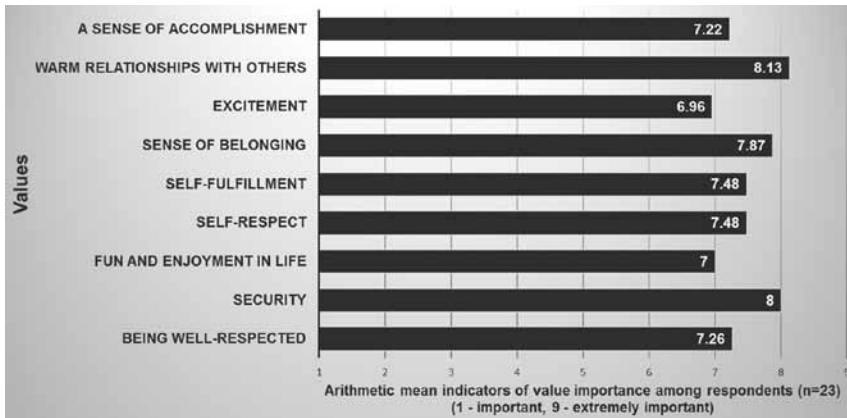


Fig. 4. The Complete Value Profile of Consumers in “The Relationship People” Value Segment. *Source:* Authors’ construction based on Kristine Casno designed survey conducted in 2019, $n = 329$.

aforementioned characteristics to the marketing context of social enterprises, it may be concluded that “The relationship people” will be especially appreciative of a strong emotional bond with social enterprises, accentuating a united purpose and social and economic impact in marketing communication (e.g., buy one–give one model may also be suitable) and highlighting factors of convenient location and product quality. Accentuation of consumer as a friend and belonging to a specific community with a common purpose to achieve a social goal may also prove to be beneficial.

CONCLUSIONS, PROPOSALS, AND RECOMMENDATIONS

Among consumers of Latvian social enterprise products and services, based on consumer’s survey and evaluations of different aspects with arithmetic mean indicators of the evaluations, such values as security, warm relationships with others and a sense of belonging are most important aspects for evaluations of social enterprise offered products and services. Segmentation of the aforementioned consumers by value which is most important to them in their everyday life provides the following three largest consumer segments: “The doers” (value self-fulfillment the most), “The needed ones” (value sense of belonging the most) and “The relationship people” (value warm relationships with others the most). Within each of the analyzed segments, the proportions of *generation X*, *Millennium* and *generation Z* respondents are statistically different, however, *Millennium generation* and *generation X* consumers dominate across all segments. The most active consumers of social enterprise products and services are “The relationship people.” Overall, integration of such value aspects as self-fulfillment, sense of belonging and warm

relationships in social enterprise marketing, by taking into account the remaining contextual information of each of the consumer value segments, may result in more effective marketing communication on behalf of Latvian social enterprises and public authorities seeking to promote awareness of social entrepreneurship within society.

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