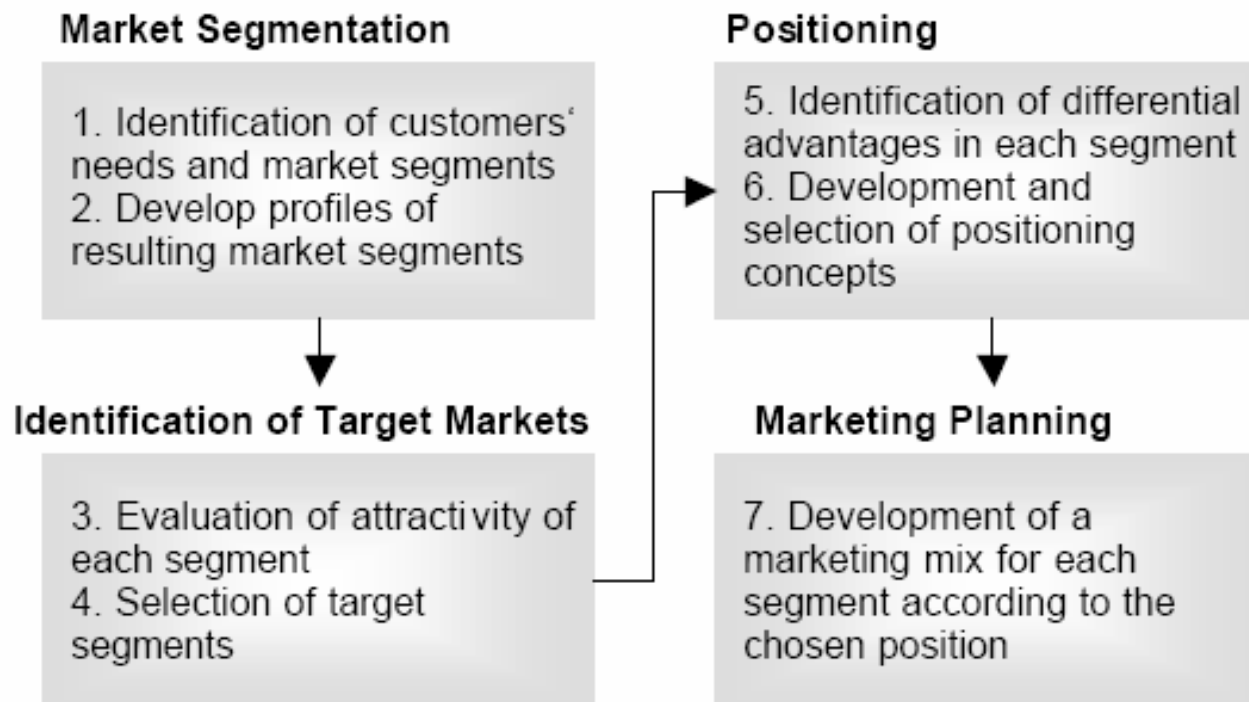


Vítejte na marketingu



Průběh procesu STP



Adapted from Kotler and Doyle

Segmentace

= proces, kt. se spotřebitelé rozdělí do skupin s podobnými potřebami, přáními a srovnatelnými reakcemi na mar. a kom. aktivity

Segment musí být:

- **měřitelný**
- **dostatečně velký**
- **přístupný**
- **rozšiřitelný**
- **akční**

Segmentační kritéria I.

KRITÉRIA TRŽNÍCH PROJEVŮ

příčinná kritéria

kritéria užití

oček. hodnota (užitek)

uživatelský status

preference

míra používání

příležitost

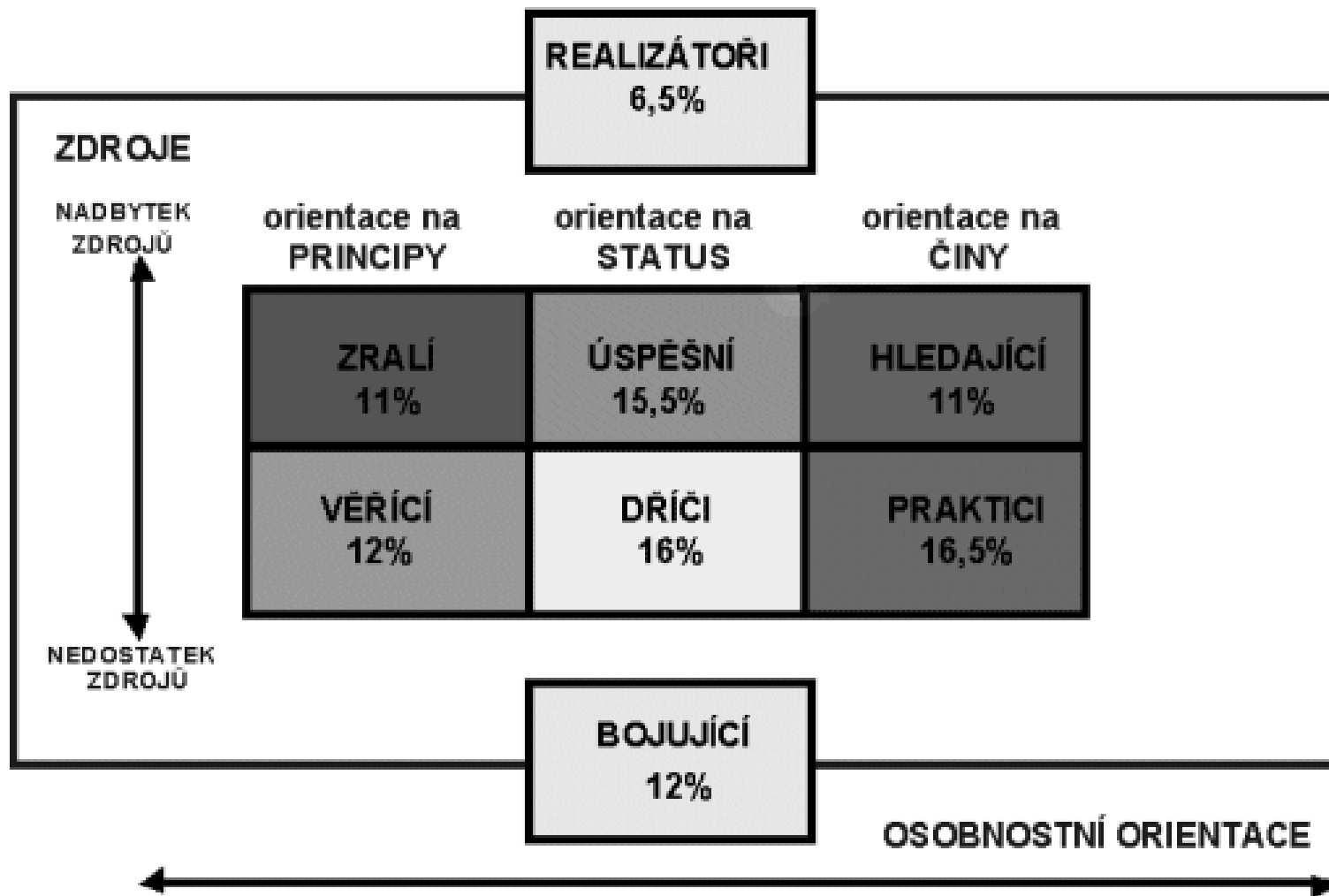
věrnost

postoje

stupeň přijímání

Segmentační kritéria II.

KRITÉRIA POPISNÁ	
tradiční kritéria	psychografická kritéria
demografická	sociální třída
etnografická	životní styl
fyziografická	osobnost
geografická	



http://www.stemmark.cz/enquiry_ls.htm

Segmentační kritéria II.

KRITÉRIA REAKCÍ NA MAR. NÁSTROJE

Typ nakupujících	Zastoupení v populaci	Celková nákupní orientace
ovlivnitelný	15%	moderní (47%)
náročný	16%	
mobilní pragmatik	16%	
opatrný konzervativec	12%	tradiční (53%)
šetřivý	13%	
loajální hospodyňka	12%	
nenáročný flegmatik	16%	

http://www.gfk.cz/download/press/528_cj_int.doc

Minerva model od AC Nielsen

Green: Primarily idealistic and modern people with a small preponderance of females and public employees. A typical green person is a female managing clerk in her mid-thirties who buys organic food. Green people are typically interested in culture and more often have degrees in humanities than in business.

Violet: Primarily pragmatic and traditional people with a preponderance of males and skilled labourers. A typical violet person is a craftsman and washes his own car every Sunday. Violet persons typically read tabloid newspapers.

Grey:
The middle group that takes a bit from the four others and hence always is a bit diffuse - even for itself

Blue: Primarily pragmatic and modern people with a preponderance of males and private employees. A typical blue person is a male yuppie in his mid-thirties who is doing well. Blue persons typically read business papers and more often have degrees in business than in humanities.

Rose: Primarily idealistic and traditional people with a small preponderance of women and skilled labourers. A typical rose person is a hairdresser and loves romance. Rose persons typically read tabloids and weekly magazines.

PRIZM_{NE} od Claritas

Group U1 – Urban Uptown



Young
Digerati



Money and
Brains



Bohemian
Mix



The
Cosmopolitans



American
Dreams

Group U2 – Midtown Mix



Urban
Achievers



Close-In
Couples



Multi-Culti
Mosaic

Group U3 – Urban Cores



Urban Elders



City Roots



Big City
Blues



Low-Rise
Living

PRIZM_{NE} od Claritas

Group S1 – Elite Suburbs



Upper Crust



Blue Blood
Estates



Movers &
Shakers



Winner's
Circle

Group S2 – The Affluentials



Executive
Suites



New Empty
Nests



Pools &
Patio



Beltway
Boomers



Kids &
Cul-de-
Sacs



Home Sweet
Home

Group S3 – Middleburbs



Gray
Power



Young
Influentials



Suburban
Sprawl



Blue-Chip
Blues



Domestic
Duos

Group S4 – Inner Suburbs



New
Beginnings



Old Glories



American
Classics



Suburban
Pioneers

PRIZM_{NE} od Claritas

Group C1 – 2nd City Society



Second City Elite



Brite Lites Li'l City



Upward Bound

Group C2 – City Centers



Up-and-Comers



Middleburg Managers



White Picket Fences



Boomtown Singles



Sunset City Blues

Group C3 – Micro-City Blues



City Startups



Mobility Blues



Park Bench Seniors



Hometown Retired



Family Thrifts

PRIZM_{NE} od Claritas

Group T1 – Landed Gentry



Country Squires



Big Fish,
Small Pond



God's
Country



Fast-Track
Families



Country
Casuals

Group T2 – Country Comfort



Greenbelt
Sports



Traditional
Times



New
Homesteaders



Big Sky
Families



Mayberry
-ville

Group T3 – Middle America



Simple
Pleasures



Red, White
& Blues



Heartlanders



Blue
Highways



Kid Country,
USA



Shotguns
& Pickups

Group T4 – Rustic Living



Young &
Rustic



Golden
Ponds



Crossroads
Villagers



Old
Milltowns

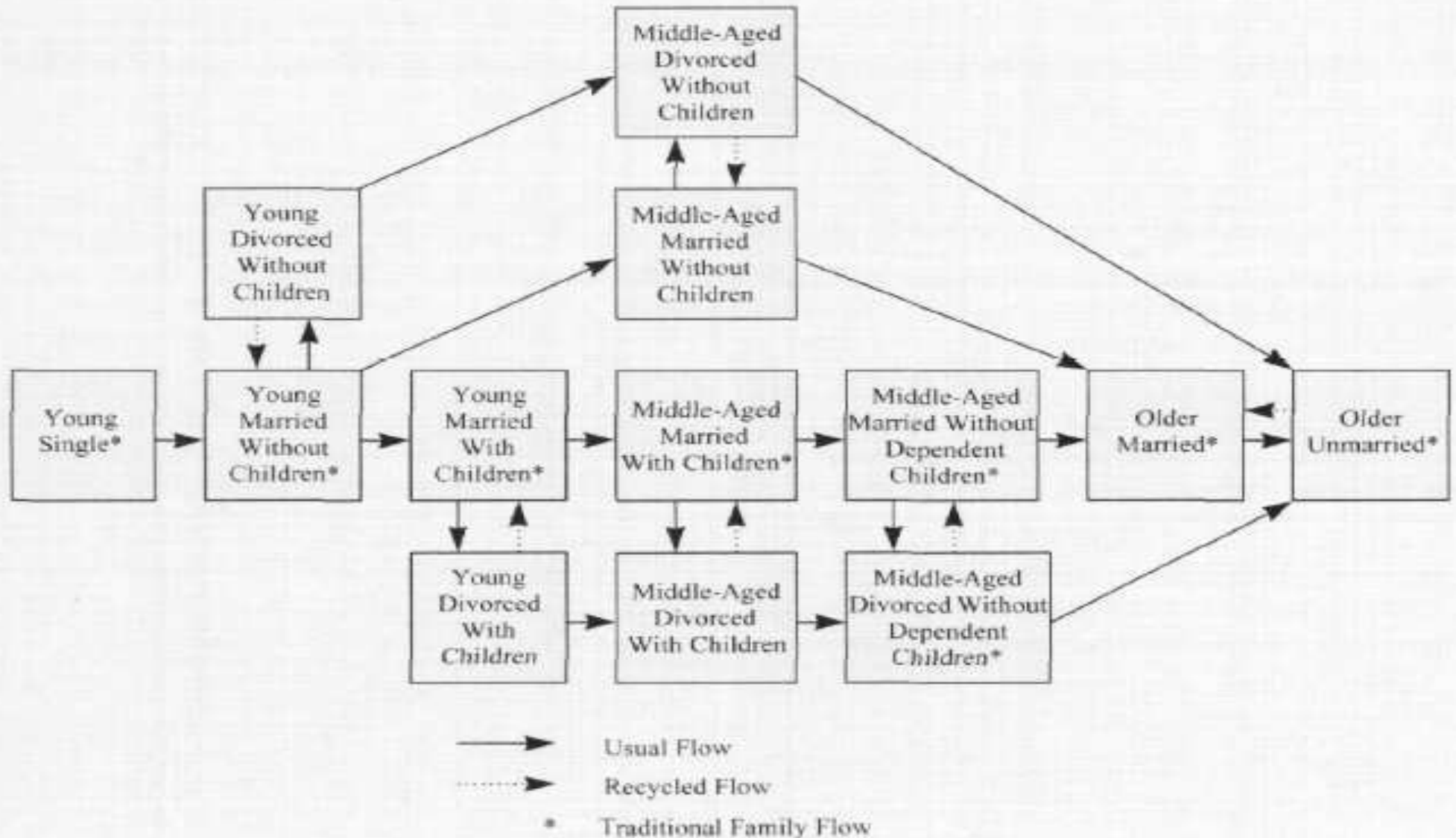


Back Country
Folks



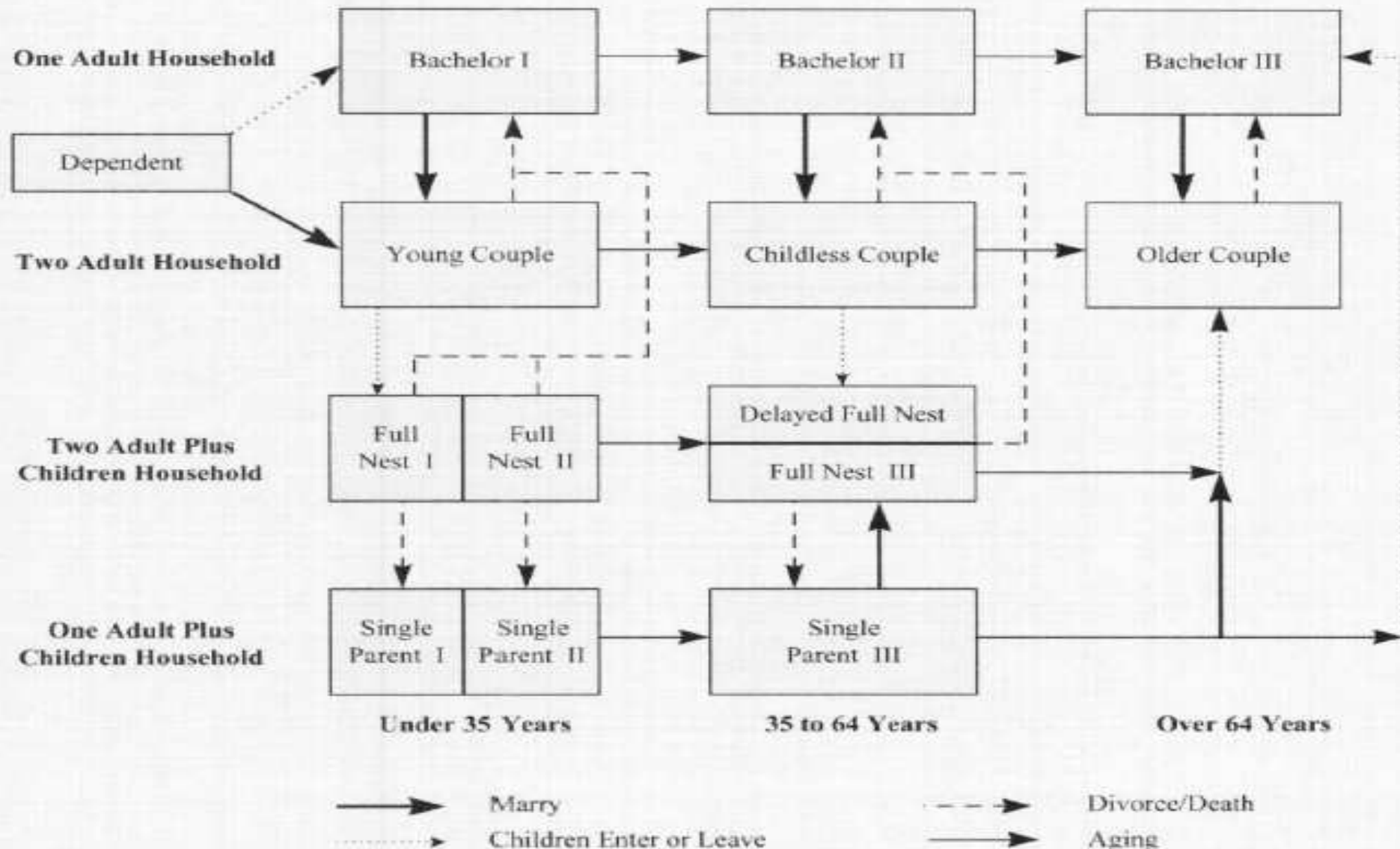
Bedrock
America

Murphy-Staples Family Life Cycle



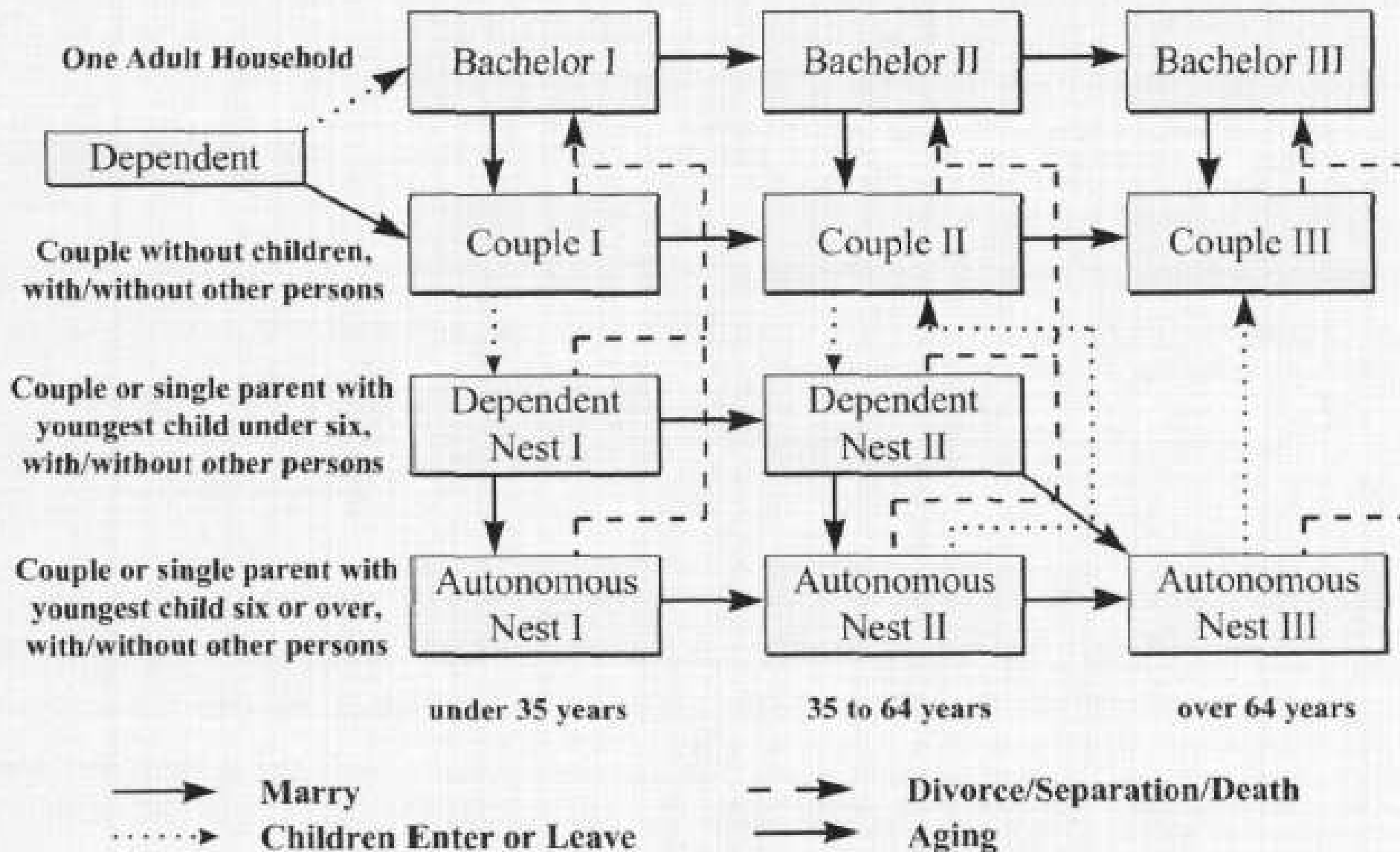
Source: Murphy and Staples (1979)

Gilly-Enis Family Life Cycle



Source: Gilly and Enis (1982)

Upravený GEFLC - Španělsko



Strategie targetingu – výběr cílových skupin

- **Zaměření se na 1 segment**
- **Selektivní specializace**
- **Výrobní specializace**
- **Tržní specializace**
- **Plné pokrytí trhu**

Roy Morgan Values - Segmentation Cross



Ex: Tourism Victoria

Ex: Tourism Victoria

	% Australian Population	% Interstate Short Breaks (1-3 nights)	% Interstate Expenditure	% Interstate Holiday (4+nights)	% Interstate trips to Regional Victoria	% Intrastate Expenditure	% Intrastate Holidays
Visible Achievement	16	18	20	17	23	19	15
Something Better	9	7	8	8	8	9	10
Traditional Family Life	19	14	16	22	22	18	16
Conventional Family Life	10	10	5	5	8	4	9
Young Optimism	7	14	9	10	9	9	10
Socially Aware	11	17	19	14	15	18	14
Look At Me	13	11	14	12	6	11	14
A Fairer Deal	7	3	4	4	2	7	7
Real Conservatism	4	4	4	4	5	3	4
Basic Needs	4	1	2	3	2	1	2

Ex: Tourism Victoria

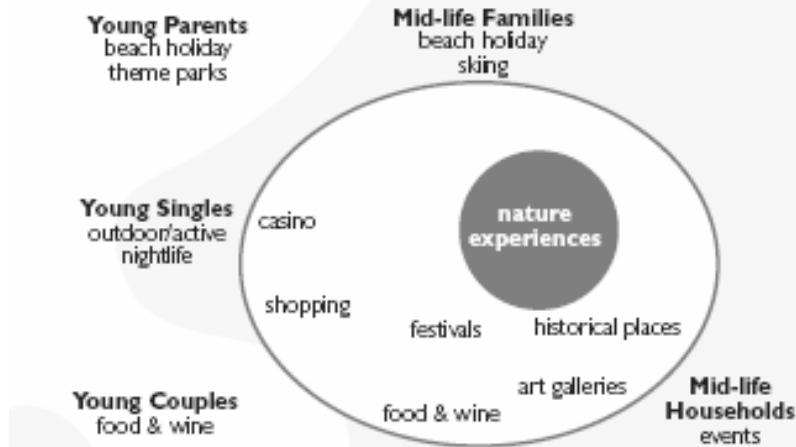
Segment	Socially Aware	Visible Achievement	Traditional Family Life	Young Optimism
Characteristics	<ul style="list-style-type: none"> Community minded and socially active Always looking for new and different things to learn First to take up new products and services Up market professionals 35-49 years 	<ul style="list-style-type: none"> Success and career driven Recognition and status seekers Traditional values about home, work and society Seek quality and value for money Wealth creators 35-49 years 	<ul style="list-style-type: none"> Motivated by security, reliability and providing better opportunities for their family Generally empty nesters Cautious of new things 50+ 	<ul style="list-style-type: none"> Young and progressive lifestyles Seek to improve their prospects in life Conscious of image and style Want to experience all life have to offer especially travel Experiential- work hard, play hard
Holiday Planning	<ul style="list-style-type: none"> Heavy use of information and planning guides Enjoy the planning process 	<ul style="list-style-type: none"> Require consistency in their holidays 	<ul style="list-style-type: none"> Advanced planning process Require detailed information 	<ul style="list-style-type: none"> Plan the basics Often spontaneous travellers
Holiday Essentials	<ul style="list-style-type: none"> Flexibility Quality 	<ul style="list-style-type: none"> Quality Value for money 	<ul style="list-style-type: none"> Value for money Reliability, security, safety 	<ul style="list-style-type: none"> Flexibility
Holiday Style	<ul style="list-style-type: none"> Experiential, Interpretative Learning Indulgent/boutique Nature experiences 	<ul style="list-style-type: none"> Indulgent/boutique destinations Meet and mix with other people 	<ul style="list-style-type: none"> Discovery, nostalgia Visiting friends and relatives Package trips Touring 	<ul style="list-style-type: none"> Experiential, Discovery Adventure Fun/excitement Backpacking
Activities Nature based	<ul style="list-style-type: none"> Wilderness Bushwalking National parks Country/wildlife Gardens/parks Zoos/sanctuaries 	<ul style="list-style-type: none"> Bushwalking National Parks Country/wildlife Gardens/parks Zoos/sanctuaries 	<ul style="list-style-type: none"> Gardens/parks Country/wildlife 	<ul style="list-style-type: none"> Wilderness Bushwalking National Parks Gardens/parks Zoos/sanctuaries

Ex: Tourism Victoria

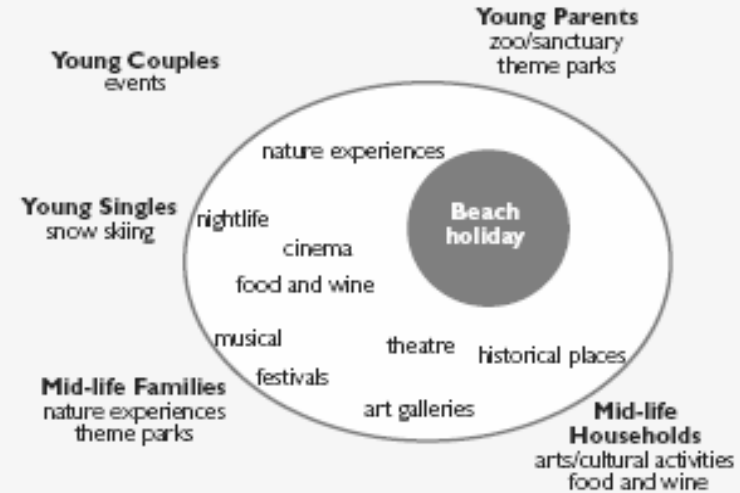
Segment	Socially Aware	Visible Achievement	Traditional Family Life	Young Optimism
Beach based	<ul style="list-style-type: none"> Sailing Surfing/swimming 	<ul style="list-style-type: none"> Sailing Surfing/swimming 		<ul style="list-style-type: none"> Sailing Surfing/swimming
Active outdoor	<ul style="list-style-type: none"> Snow skiing Golf Bike riding Tennis Horse riding Spectator sporting events Adventure activities 	<ul style="list-style-type: none"> Snow skiing Golf Tennis Horse riding Fishing Motor racing 	<ul style="list-style-type: none"> Fishing Spectator sporting events 	<ul style="list-style-type: none"> Snow skiing Golf Bike riding Tennis Horse riding Spectator sporting events Adventure activities
Cultural	<ul style="list-style-type: none"> Art galleries Exhibitions/cultural events Musical performances Historical places Theatre Cinema 	<ul style="list-style-type: none"> Art galleries Musical performances Historical places Theatre Cinema 	<ul style="list-style-type: none"> Historical places Musical performances Cultural events 	<ul style="list-style-type: none"> Art galleries Exhibitions/cultural events Musical performances Theatre Cinema
Food, Wine and Entertainment	<ul style="list-style-type: none"> Special events Wineries Restaurants Shopping 	<ul style="list-style-type: none"> Wineries Restaurants Shopping Theme parks Casino 	<ul style="list-style-type: none"> Wineries 	<ul style="list-style-type: none"> Special events Wineries Restaurants Shopping Theme parks Nightlife Casino
Accommodation	<ul style="list-style-type: none"> Luxury/boutique accommodation B&B/host farms Hotel/motel 	<ul style="list-style-type: none"> Luxury/boutique accommodation B&B/host farms Hotel/motel Rented accommodation 	<ul style="list-style-type: none"> Caravan/cabin Standard hotel 	<ul style="list-style-type: none"> Backpackers B&B/host farm Camping Hotel/motel
Transport	<ul style="list-style-type: none"> Plane Hire car/own car Ship/boat 	<ul style="list-style-type: none"> Plane Hire car/own car Ship/boat Caravan 	<ul style="list-style-type: none"> Train Caravan Car 	<ul style="list-style-type: none"> Plane Bus/coach Train Ship/boat Car
Internet Usage	Heavy Internet (8+ times per week)	Heavy Internet (8+ times per week)	Most have never accessed the Internet	Heavy Internet (8+ times per week)

Ex: Tourism Victoria

Socially Aware holiday activities



Visible Achievement holiday activities



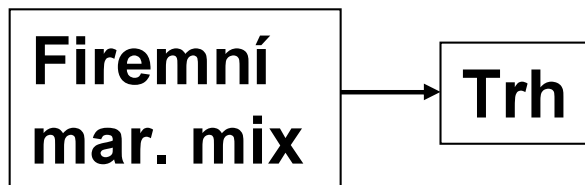
Young Optimism holiday activities



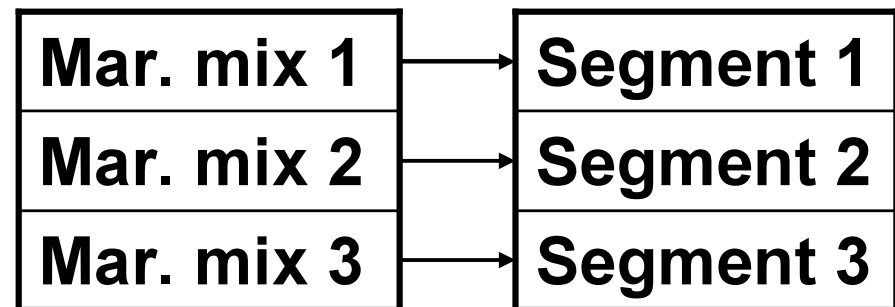
Traditional Family Life holiday activities



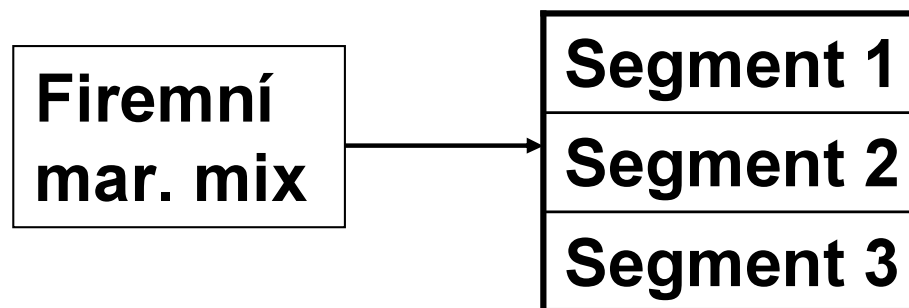
Strategie pokrytí trhu - targeting



Masový nedifer. mar.



Diferencovaný mar.



Koncentrovaný mar.

Strategie positioningu

Vlastnosti produktu	Uživatelé produktu
Cena / kvalita	Konkurenti
Užití	Kulturní aspekty
Třída produktu	

Charakteristický rys musí být:

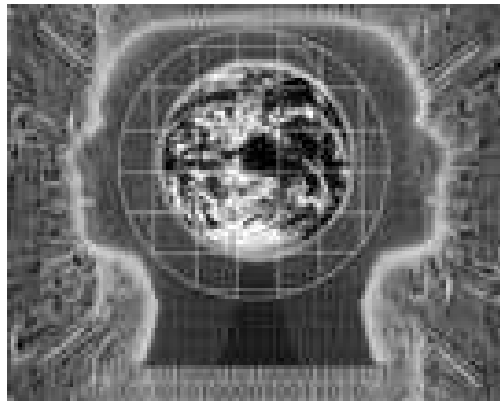
Důležitý	Nenapodobitelný
Výrazný	Cenově dostupný
Výjimečný	Ziskový
Sdělitelný	

Volba celkové strategie positioningu

		CENA		
		vyšší	stejná	nižší
UŽITEK	větší	větší u. za vyšší cenu	větší u. za stejnou c.	větší u. za nižší cenu
	stejný			stejný u. za nižší cenu
	menší			menší u. za mnohem nižší cenu

4Cs GENESIS

Young & Rubicam New York were **pioneers** in using values to plan advertising, working closely with VALS during the early '80s.



In the mid '80s Y&R established its own **international** values segmentation - 4Cs.

4Cs = Cross-Cultural-Consumer-Characterisation



Mainstream



SECURITY

Avoid confrontation
Family & home

Obey the rules

Avoid risk
at all cost

Conventional & conformist

Part of the crowd,
neighbourhood or nation

Comfortable feeling of routine

The role of mum or dad

Save for the future – especially for the children

Organisation & order

Price conscious

Everything has its place



Aspirer



STATUS



Material desire rules
Appear attractive

Appear rich!
Fashion leaders

It's a social world,
and mostly it's fun

Overstretched credit

What's the next
acquisition?

How am I perceived?

Visual gloss

Keep up with society

Everything has an image value

Imaginative & complex

Underneath is unsureness

Searching for formulae and frameworks



Succeeder



CONTROL



Enduring institutions
Competitive

Enjoy seeing
diagrams of how
things **work**
Complex,
but **tidy**

Natural delegators
Strong goal orientation
Prestige brands mark discrimination
Firmness, stability and duration
Meet the challenge with achievement

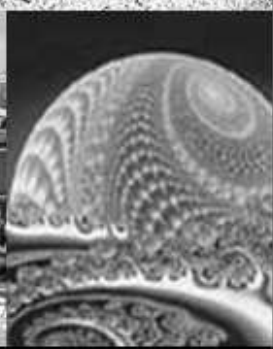
Firm, timely judgement
Work ethics & organisation
Keen to understand possibilities
Organising complexity
Self-reward and self-affirmation



Explorer



DISCOVERY



Love taking risks
Who am I?

Break established rules & guidelines

Respond to impulse

Extreme adrenaline experience

Acquisitions ultimately disposable

Experiment with life

Nothing in boxes!

Establishing **personal difference**

+LY Open2change

Shock factor!

Ambiguity, crazy logic, the **surreal**

Adept at decoding messages

Ridicule convention



Reformer



ENLIGHTENMENT



Free & open

Tolerance of chaos

Freedom from restriction

Personal growth

Unexpected
point of **view**

Curious & enquiring

First rule of freedom
is to **disagree...**

Freedom to ask **questions**

Creativity, aesthetics & awareness

Decision-making based on intrinsic values

Not one right answer

Love words & debate

Unimpressed by status



Resigned



SURVIVAL

Roles and rules
Past orientation

Resistance to change

National chauvinism

Responsive to authority

Enjoy the quiet life

Do your duty! Trust an expert...

Young men in the army

Those in charge know best

A woman's place is in the home

Law & Order

How it used to be

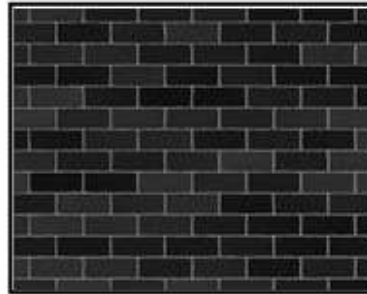
Rigidity & discipline

Self-sacrifice

Class hierarchy



Struggler



ESCAPE

Poor education
Gang culture

Junk food diet

Lacking direction in life

Escape through alcohol, drugs & TV

Alienated in a consumer society

Desire outside help

Low self-esteem

Break the rules to survive

Rites of belonging: tattoos & scars

Reality is depressing

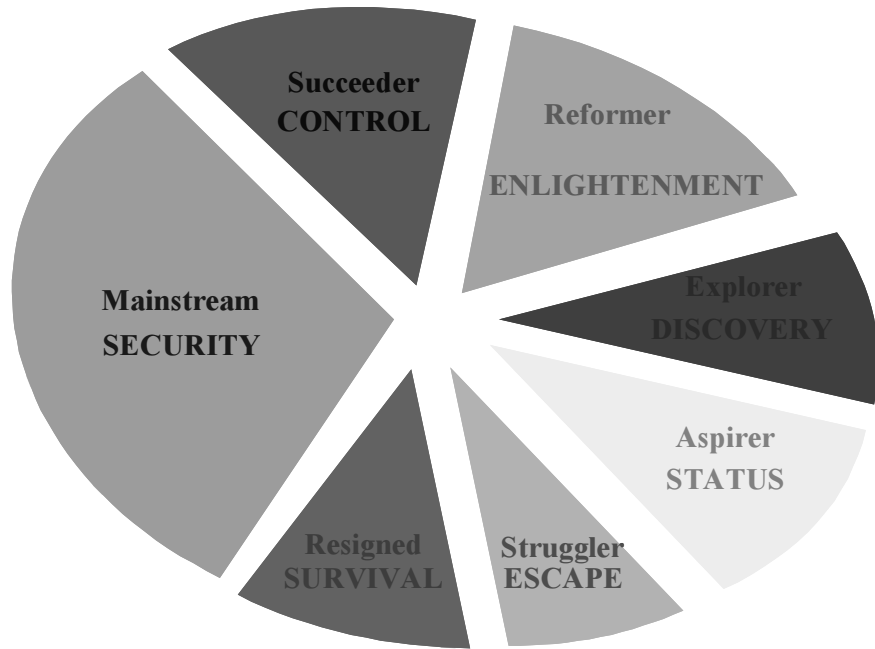
Find it difficult to set and achieve goals

Frustrated material desire

Tough on the outside

S
E
C
U
R
I
T
Y

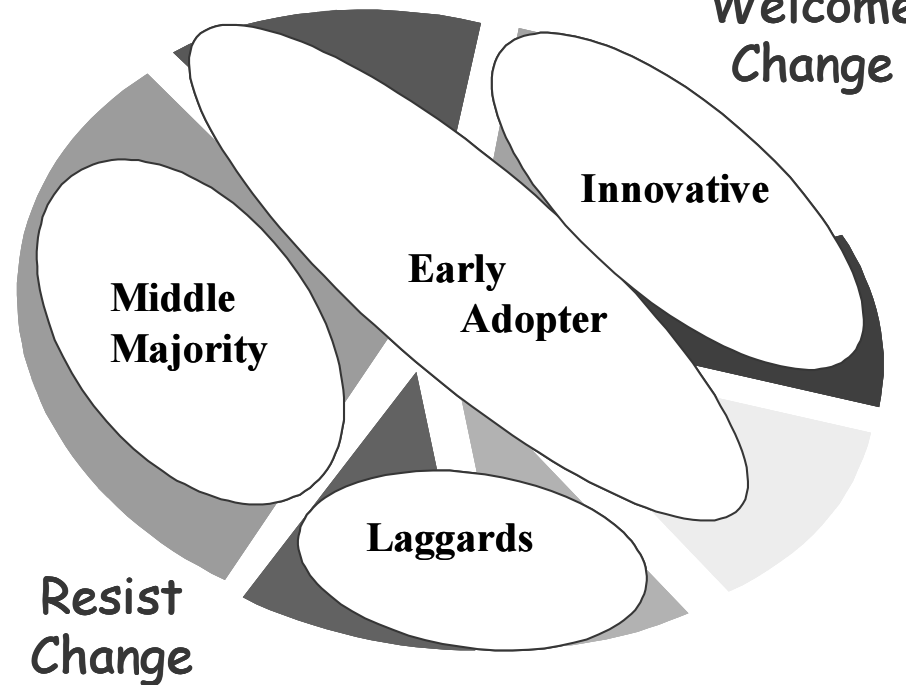
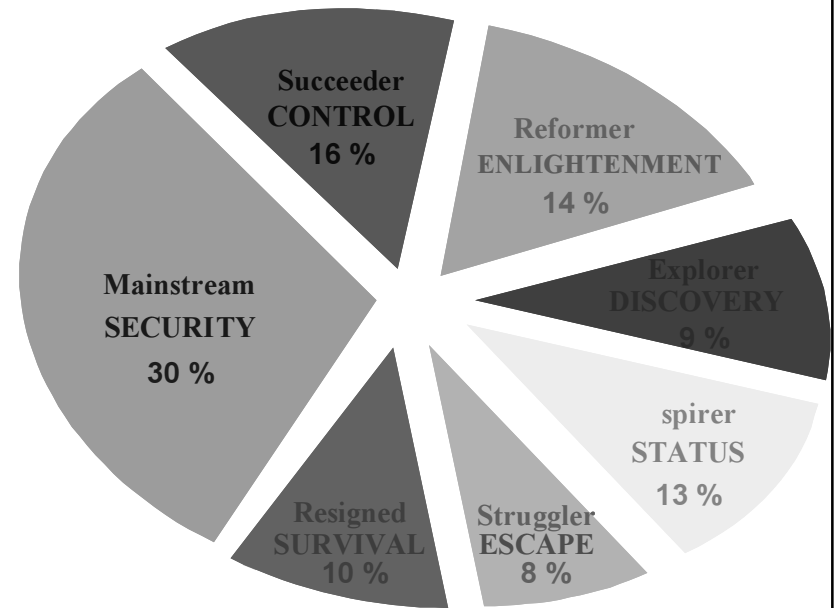
WELL RESOURCED



POORLY RESOURCED

4Cs

F
R
E
E
D
O
M



Použité zdroje

- Armstrong, G., Kotler, P. Marketing
- Bártová, H. – Bárta, V. – Koudelka, J. Chování spotřebitele a výzkum
- De Pelsmacker, P. – Geuens, M. – Van Den Bergh, J. Marketingová komunikace
- Domestic Market Segmentation – Understanding Your Consumer – Tourism Victoria
- The National Potato Promotion Board
- Mordin, Ch. Connecting with Consumers
- PowerPointová prezentace Y&R
- Recklies, D. Why Segmentation
- Redondo-Bellon, I. Royo-Vela, M. Aldas-Manzano, J. A family life cycle model adapted to the Spain environment. European Journal of marketing
- Materiály Claritas - PRISM_{NE}