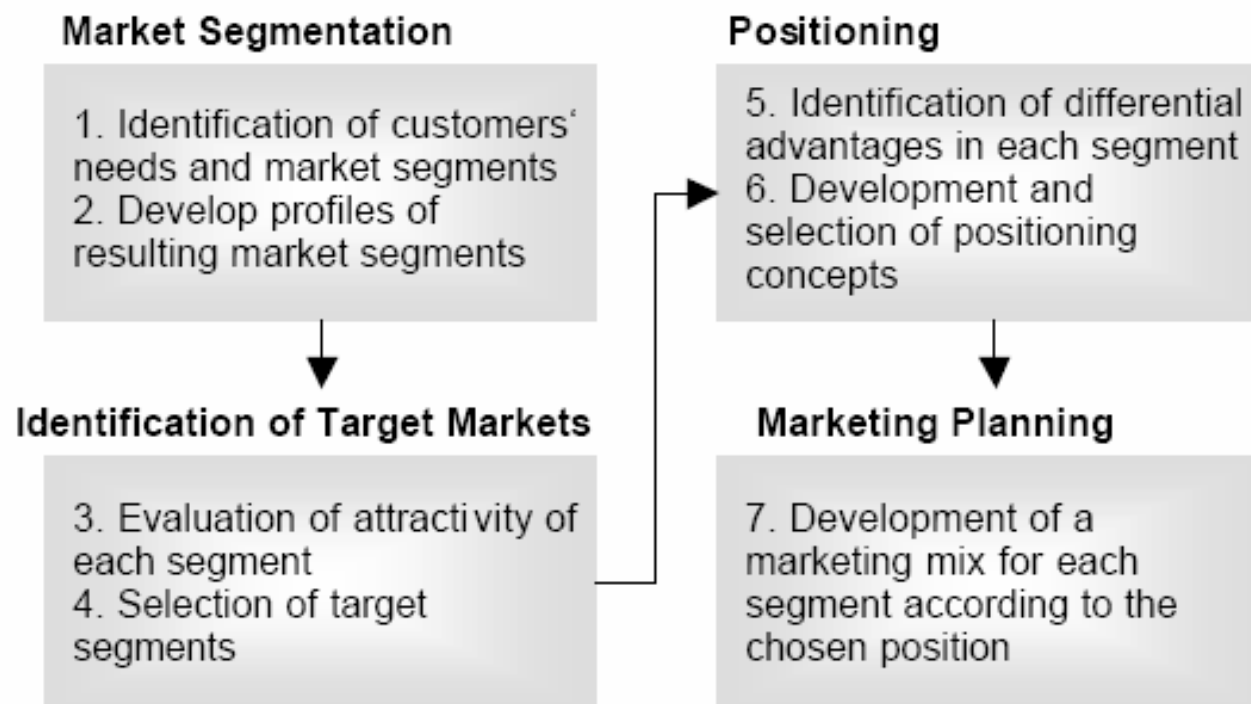


**Vítejte na marketingu**



# 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**

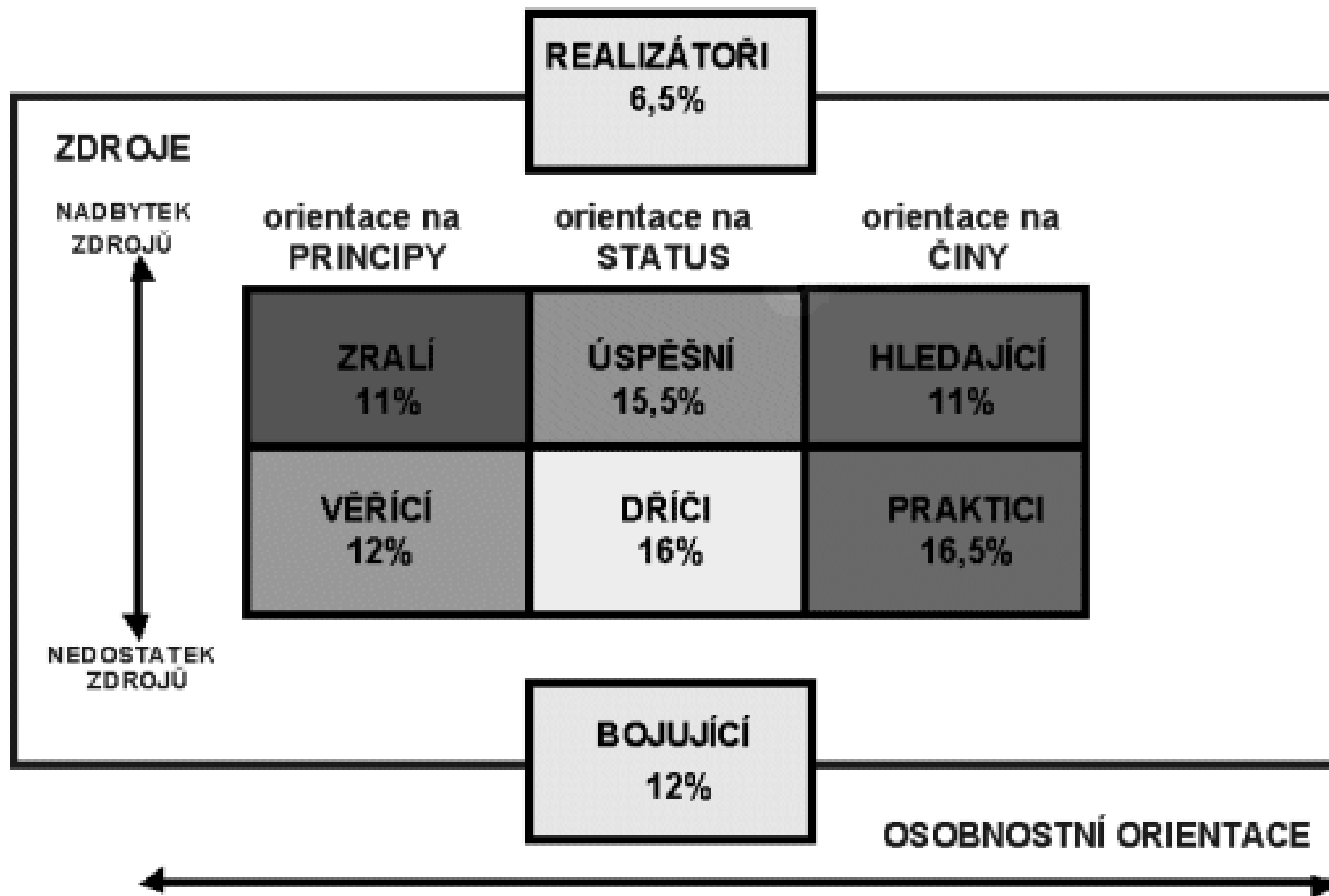
**věrnost**

**postoje**

**stupeň přijímání**

## Segmentační kritéria II.

<b>KRITÉRIA POPISNÁ</b>	
<b>tradiční kritéria</b>	<b>psychografická kritéria</b>
<b>demografická</b>	<b>sociální třída</b>
<b>etnografická</b>	<b>životní styl</b>
<b>fyziografická</b>	<b>osobnost</b>
<b>geografická</b>	



[http://www.stemmark.cz/enquiry\\_ls.htm](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%	<b>moderní (47%)</b>
náročný	16%	
mobilní pragmatik	16%	
opatrný konzervativec	12%	<b>tradiční (53%)</b>
šetřivý	13%	
loajální hospodyňka	12%	
nenáročný flegmatik	16%	

[http://www.gfk.cz/download/press/528\\_cj\\_int.doc](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<sub>NE</sub> 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<sub>NE</sub> 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<sub>NE</sub> 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<sub>NE</sub> 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

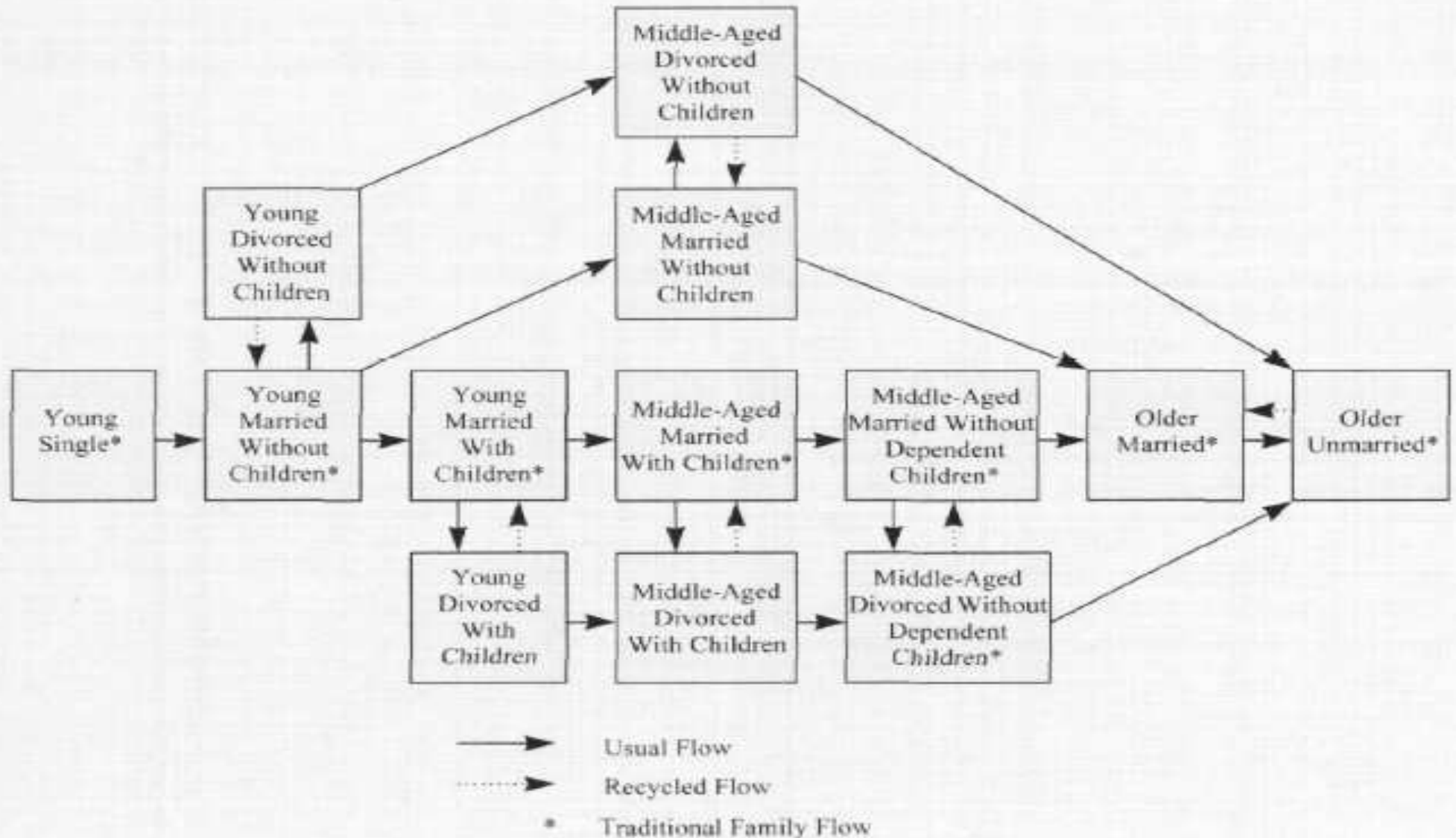


Back Country  
Folks



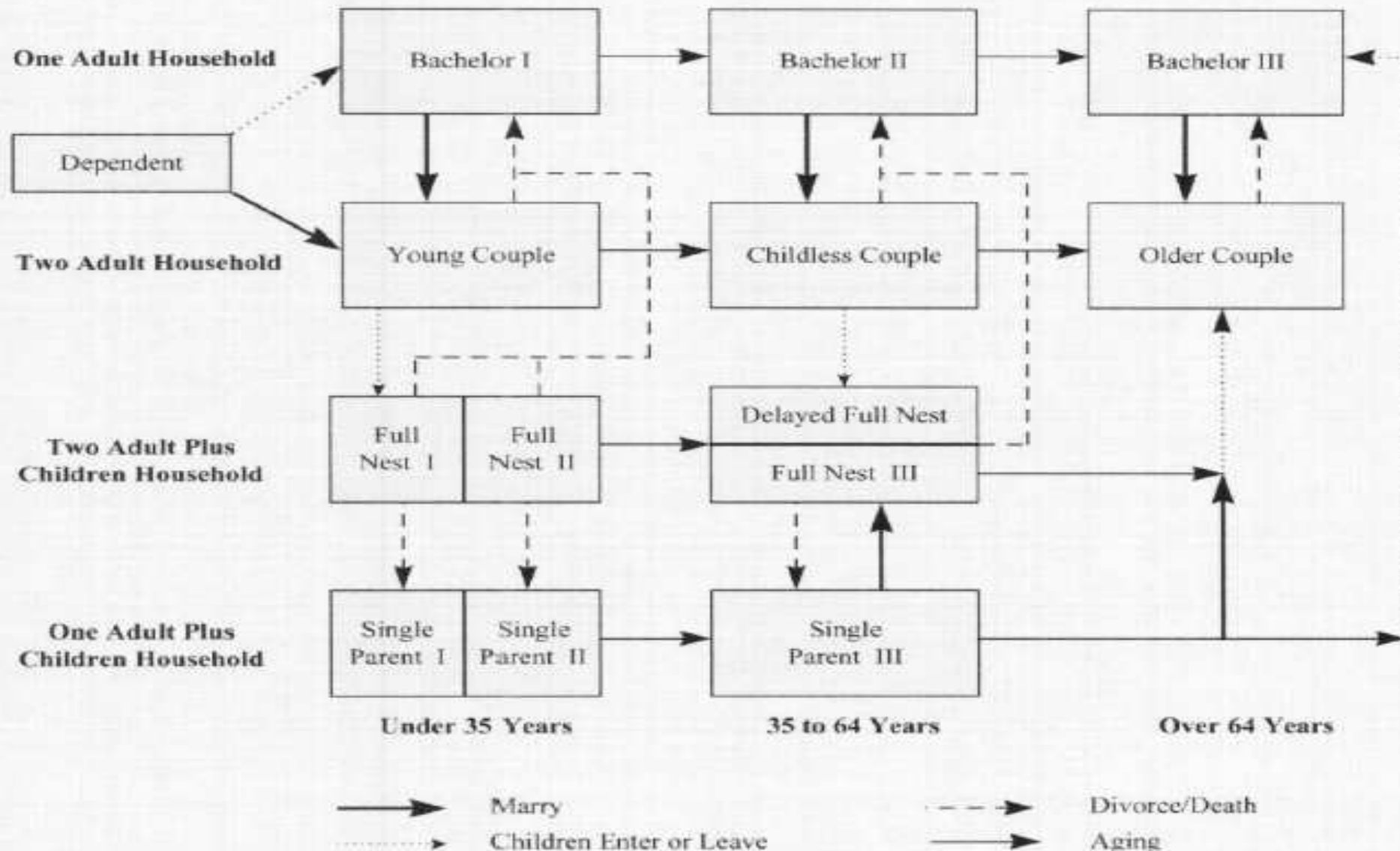
Bedrock  
America

# Murphy-Staples Family Life Cycle



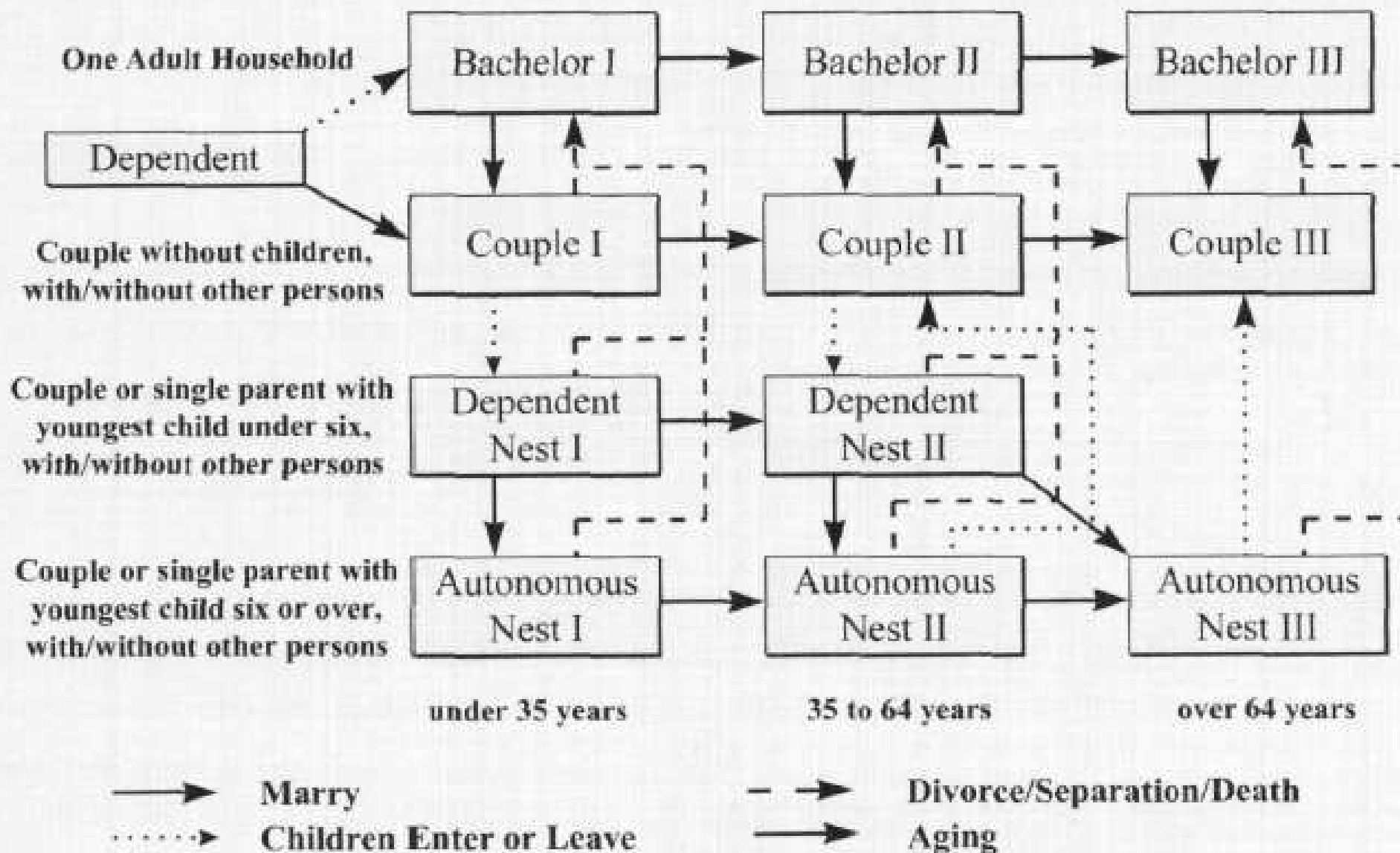
Source: Murphy and Staples (1979)

# Gilly-Enis Family Life Cycle



Source: Gilly and Enis (1982)

# Upravený GEFLC - Španělsko

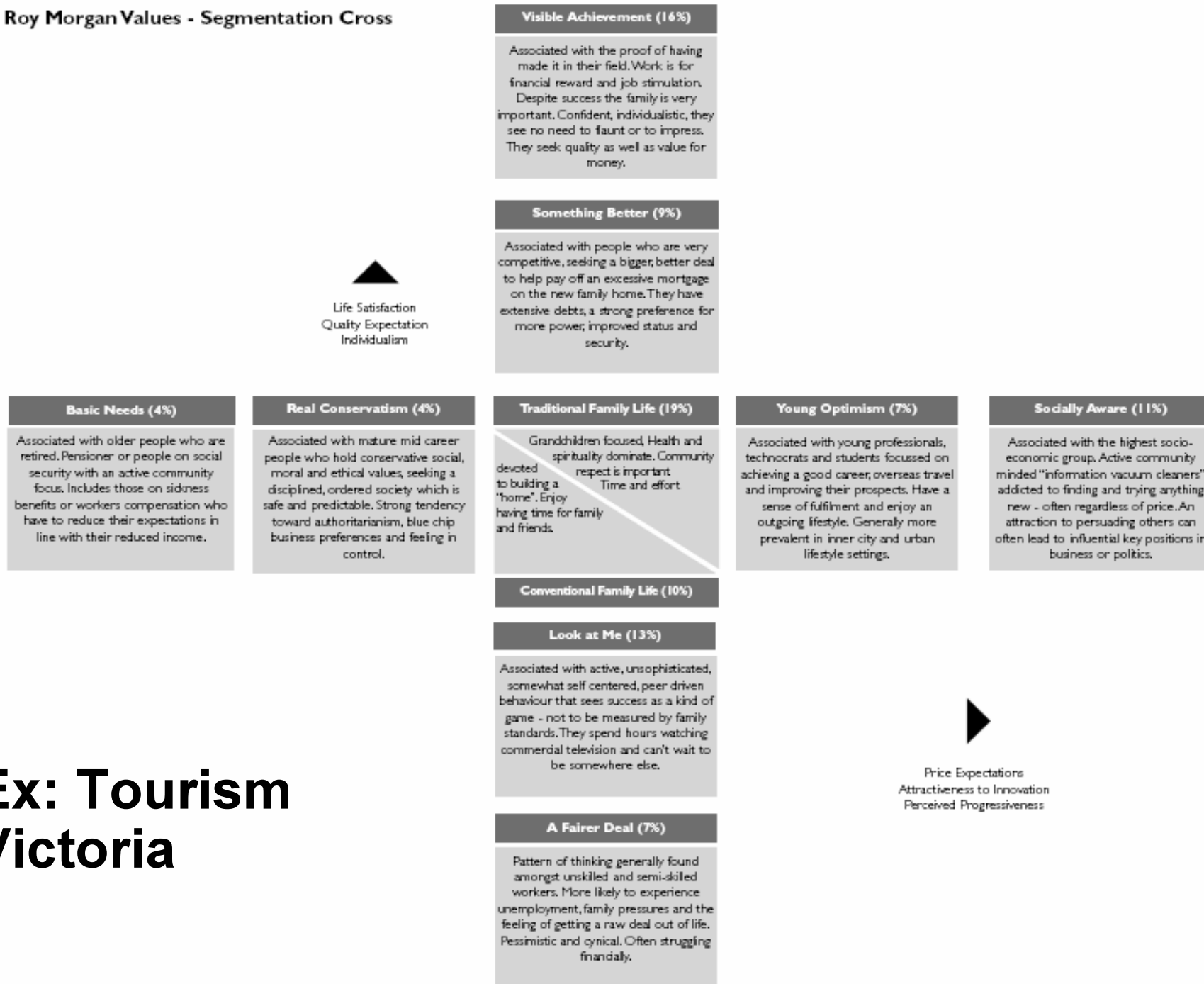


# **Strategie targetingu – výběr cílových skupin**

- **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
<b>Visible Achievement</b>	<b>16</b>	<b>18</b>	<b>20</b>	<b>17</b>	<b>23</b>	<b>19</b>	<b>15</b>
Something Better	9	7	8	8	8	9	10
<b>Traditional Family Life</b>	<b>19</b>	<b>14</b>	<b>16</b>	<b>22</b>	<b>22</b>	<b>18</b>	<b>16</b>
Conventional Family Life	10	10	5	5	8	4	9
<b>Young Optimism</b>	<b>7</b>	<b>14</b>	<b>9</b>	<b>10</b>	<b>9</b>	<b>9</b>	<b>10</b>
<b>Socially Aware</b>	<b>11</b>	<b>17</b>	<b>19</b>	<b>14</b>	<b>15</b>	<b>18</b>	<b>14</b>
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

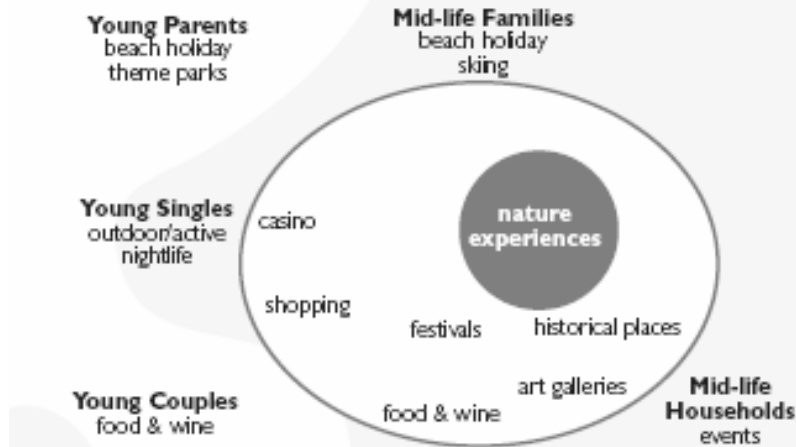
Segment	Socially Aware	Visible Achievement	Traditional Family Life	Young Optimism
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>Community minded and socially active</li> <li>Always looking for new and different things to learn</li> <li>First to take up new products and services</li> 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

# Ex: Tourism Victoria

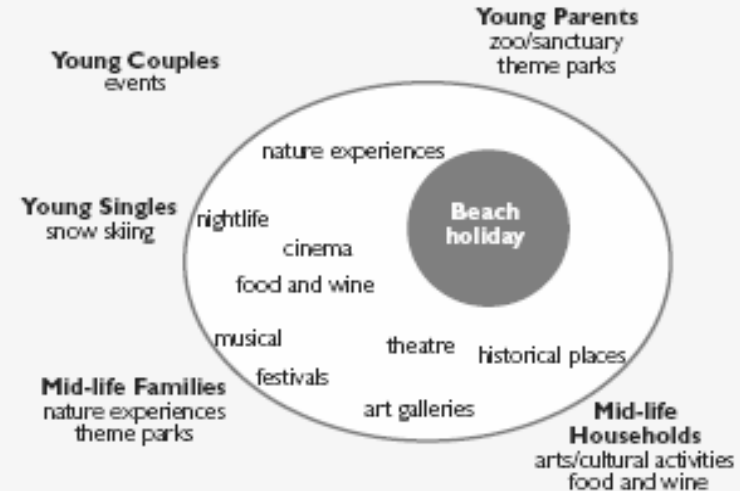
Segment	Socially Aware	Visible Achievement	Traditional Family Life	Young Optimism
Beach based	<ul style="list-style-type: none"> <li>Sailing</li> <li>Surfing/swimming</li> </ul>	<ul style="list-style-type: none"> <li>Sailing</li> <li>Surfing/swimming</li> </ul>		<ul style="list-style-type: none"> <li>Sailing</li> <li>Surfing/swimming</li> </ul>
Active outdoor	<ul style="list-style-type: none"> <li>Snow skiing</li> <li>Golf</li> <li>Bike riding</li> <li>Tennis</li> <li>Horse riding</li> <li>Spectator sporting events</li> <li>Adventure activities</li> </ul>	<ul style="list-style-type: none"> <li>Snow skiing</li> <li>Golf</li> <li>Tennis</li> <li>Horse riding</li> <li>Fishing</li> <li>Motor racing</li> </ul>	<ul style="list-style-type: none"> <li>Fishing</li> <li>Spectator sporting events</li> </ul>	<ul style="list-style-type: none"> <li>Snow skiing</li> <li>Golf</li> <li>Bike riding</li> <li>Tennis</li> <li>Horse riding</li> <li>Spectator sporting events</li> <li>Adventure activities</li> </ul>
Cultural	<ul style="list-style-type: none"> <li>Art galleries</li> <li>Exhibitions/cultural events</li> <li>Musical performances</li> <li>Historical places</li> <li>Theatre</li> <li>Cinema</li> </ul>	<ul style="list-style-type: none"> <li>Art galleries</li> <li>Musical performances</li> <li>Historical places</li> <li>Theatre</li> <li>Cinema</li> </ul>	<ul style="list-style-type: none"> <li>Historical places</li> <li>Musical performances</li> <li>Cultural events</li> </ul>	<ul style="list-style-type: none"> <li>Art galleries</li> <li>Exhibitions/cultural events</li> <li>Musical performances</li> <li>Theatre</li> <li>Cinema</li> </ul>
Food, Wine and Entertainment	<ul style="list-style-type: none"> <li>Special events</li> <li>Wineries</li> <li>Restaurants</li> <li>Shopping</li> </ul>	<ul style="list-style-type: none"> <li>Wineries</li> <li>Restaurants</li> <li>Shopping</li> <li>Theme parks</li> <li>Casino</li> </ul>	<ul style="list-style-type: none"> <li>Wineries</li> </ul>	<ul style="list-style-type: none"> <li>Special events</li> <li>Wineries</li> <li>Restaurants</li> <li>Shopping</li> <li>Theme parks</li> <li>Nightlife</li> <li>Casino</li> </ul>
Accommodation	<ul style="list-style-type: none"> <li>Luxury/boutique accommodation</li> <li>B&amp;B/host farms</li> <li>Hotel/motel</li> </ul>	<ul style="list-style-type: none"> <li>Luxury/boutique accommodation</li> <li>B&amp;B/host farms</li> <li>Hotel/motel</li> <li>Rented accommodation</li> </ul>	<ul style="list-style-type: none"> <li>Caravan/cabin</li> <li>Standard hotel</li> </ul>	<ul style="list-style-type: none"> <li>Backpackers</li> <li>B&amp;B/host farm</li> <li>Camping</li> <li>Hotel/motel</li> </ul>
Transport	<ul style="list-style-type: none"> <li>Plane</li> <li>Hire car/own car</li> <li>Ship/boat</li> </ul>	<ul style="list-style-type: none"> <li>Plane</li> <li>Hire car/own car</li> <li>Ship/boat</li> <li>Caravan</li> </ul>	<ul style="list-style-type: none"> <li>Train</li> <li>Caravan</li> <li>Car</li> </ul>	<ul style="list-style-type: none"> <li>Plane</li> <li>Bus/coach</li> <li>Train</li> <li>Ship/boat</li> <li>Car</li> </ul>
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



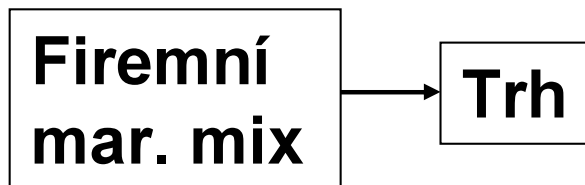
## Young Optimism holiday activities



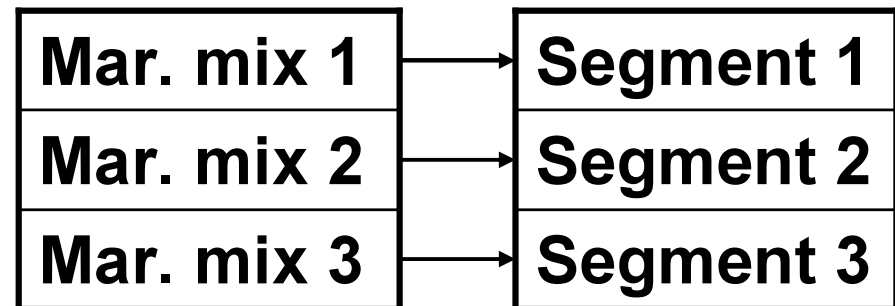
## Traditional Family Life holiday activities



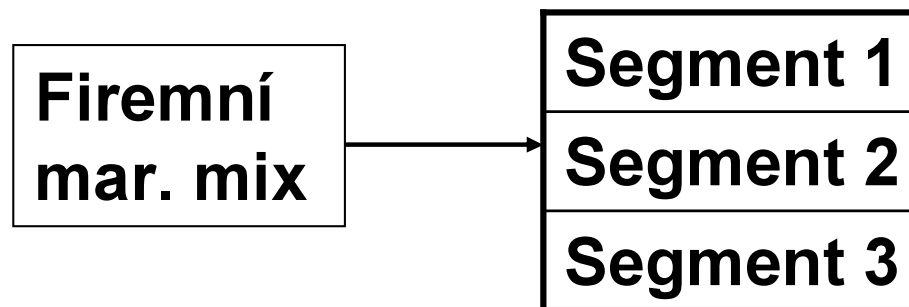
# Strategie pokrytí trhu - targeting



**Masový nedifer. mar.**



**Diferencovaný mar.**



**Koncentrovaný mar.**

# Strategie positioningu

<b>Vlastnosti produktu</b>	<b>Uživatelé produktu</b>
<b>Cena / kvalita</b>	<b>Konkurenti</b>
<b>Užití</b>	<b>Kulturní aspekty</b>
<b>Třída produktu</b>	

**Charakteristický rys musí být:**

<b>Důležitý</b>	<b>Nenapodobitelný</b>
<b>Výrazný</b>	<b>Cenově dostupný</b>
<b>Výjimečný</b>	<b>Ziskový</b>
<b>Sdělitelný</b>	

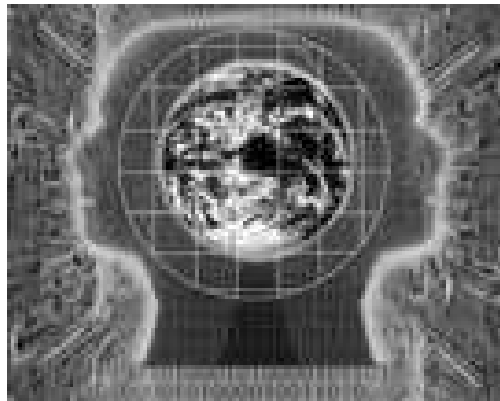
# Volba celkové strategie positioningu

		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**

**Part of the crowd,**  
neighbourhood or nation

**Avoid risk**  
at all cost

**Conventional & conformist**

**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  
**Self-reward and self-affirmation**

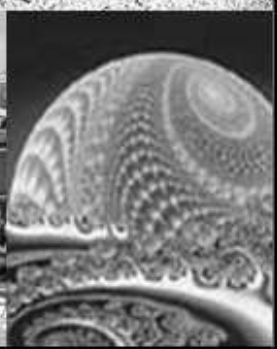
**Organising complexity**



**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**

**Law & Order**

How it used to be

**Resistance to change**

**Rigidity & discipline**

**Do your duty! Trust an expert...**

**National chauvinism**

Young men in the army

**Self-sacrifice**

**Responsive to authority**

**Those in charge know best**

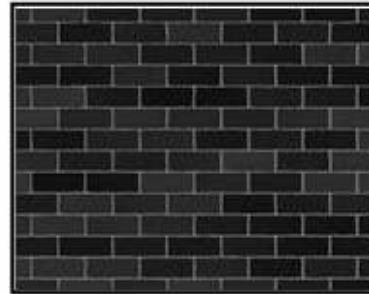
**Class hierarchy**

Enjoy the quiet life

**A woman's place is in the home**



# 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**

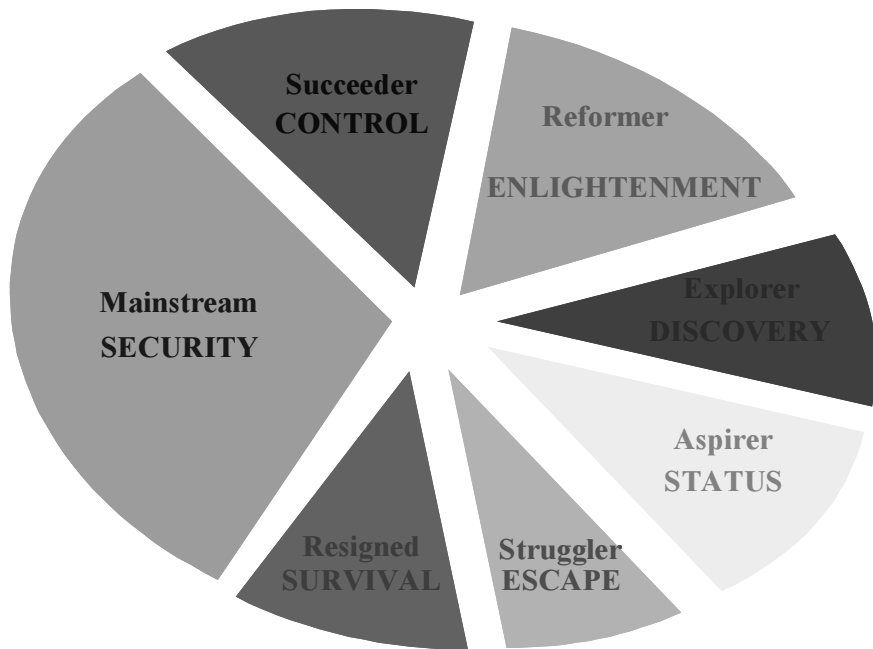
**Frustrated**  
**material desire**

**Tough on**  
**the outside**

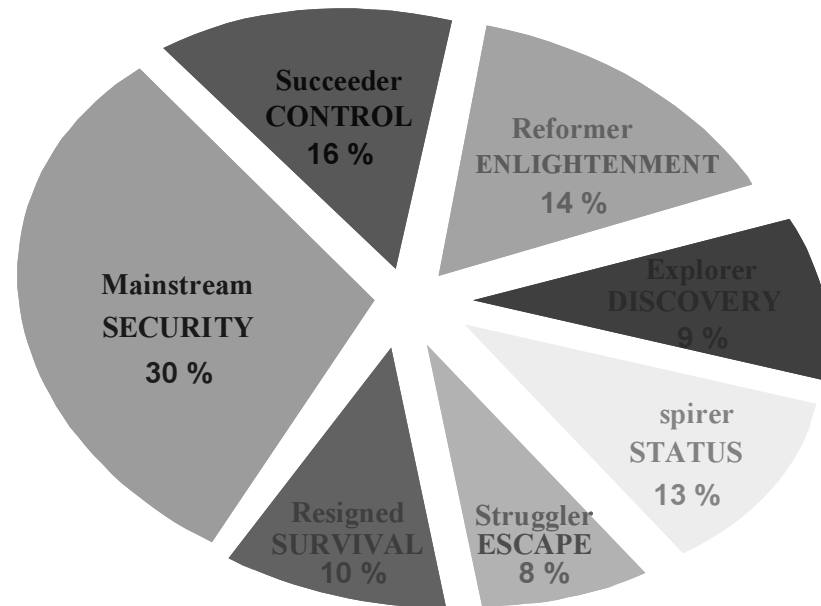


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WELL RESOURCED

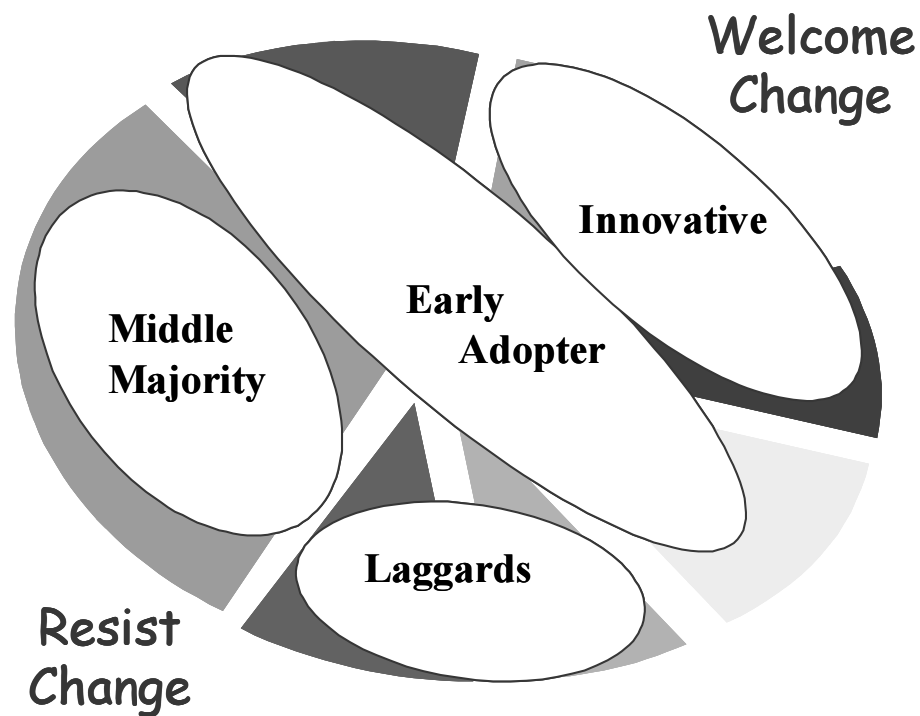


F  
R  
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POORLY RESOURCED

4Cs



# 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<sub>NE</sub>