**MARKETING 3.0**

**Segmentation and definition of type of market**

Social business usually have simple segmentation, or people that are on base of pyramid. Meanwhile, a social business can view market as a chance for creation, by conceiving variety of attitudes of consumers of low income. By modifying system VALS, poor consumers can be classified to four segments (categories):

1. **Creators :** Creators are conservative consumers, with strong creation of moral traditional values. They love their countries and their families. Their ability of consummation is predictable, because they always choose well known brands. They are usually loyal to certain brands.
2. **Fighters:** This kind of consumers seeks social approval. By being successful consumers in this case want to impress others. They choose products that can be displayed and imitate rich ones. Apart from that they seek success and conquests, and lack of resources may prevent them from progress.
3. **Activists :**  Activists want to express themselves usually by concrete activities. They build houses in practical ways. They love practical and functional products and they are not influenced by feelings.