

Week 10

Profiling & Segmenta<sup>n</sup> - Part 1

- Brand's journey follows that the benefit promise & the target grp. dif<sup>n</sup> both need to be as precise as possible. The more precise we are,  $\therefore$ , less wastage.
- After existence of the brand, we need to see if we are appealing to intended audience. This is where profiling & segmenta<sup>n</sup> comes into play.
- Profiling analysis often leads to attempts at segmenting consumers into diff. groups. Marketers have always been fascinated by the concept of consumer segments and for every understandable reasons.
- Good profiling research can often identify certain distinctive patterns in people who buy certain products or brands.
- Profiling can be done on  $\rightarrow$  behaviour, opinions, demographics, psychographics, motiva<sup>n</sup>, or combina<sup>n</sup> of the above
- VALS in the US.
- Segmenta<sup>n</sup> research depends on good analysis & typically we use cluster analysis & discriminant analysis here. Segmenta<sup>n</sup> research invariably requires statistically robust sample sizes.

L3 Part - 2

- A good segmenta<sup>n</sup> will yield -
  1. the no. of segments in market
  2. how they differ from each other in terms of variables
  3. the size of each segment
  4. how to market them



- however, w/o getting into full-fledged segmentation, simple profiling analysis can by itself reveal a lot about consumer motivation & their profile in terms of demographics & lifestyle.
- eg.

### L10.3 CDT (Customer Decision Journey)

- A CDT is done to understand the whole decision and purchase process for a product, in great detail.
- The following are the outcomes from the study:
  1. understand the process in detail
  2. role played by diff. sources of info. & influence in the purchase process
  3. category involvement
- the ac<sup>n</sup> could fine-tune the sales process, help on the communica<sup>n</sup> strategy, tactical campaigns
- the entire decision journey



initial decision to buy



first steps taken



how options shortlisted



shortlist



final decision



payment & purchase made.

- sources of influence, intention to buy strengthened or weakened
- always remember study is done among recent buyers of the product.
- study is done quantitatively, using DT → to understand the full thread of the process w/o being biased by other respondents.