Extra Credit Opportunity

Do “VALs Survey” (<http://www.strategicbusinessinsights.com/vals/presurvey.shtml>)

Email to professor

* Consumer Markets
  + Geographic
    - Different needs and wants based on region, county size, city size, zip code, specific location, etc
  + Demographic
    - Defining population groups based on quantifiable characteristics like age, gender, ethnicity, education, income, occupation, etc
    - E.g. Best Buy -> Untapped Market -> 68 Concept Stores for women
    - Combo: Geodemographic Segmentation
      * E.g. JcPenny -. Sandra Salcedo (Dallas Designer) -> Hispanic women in Texas and North CA but not in LA (heavily Mexican-American)
  + Psychographics
    - Group people based on values, attitudes, personality, and lifestyle.
    - Example:
      * Adidas and the Boston marathon ads
      * Ads were meant to motivate and reinforce key values
* Business Markets
  + Consist of manufacturers, government agencies, wholesalers, retailers, banks, and institutions
    - E.g. Siméus Foods International -> Hardees meat
  + **Differences from Consumer Markets**
    - Fewer, more concentrated buyers
    - More complex evaluation of products
    - Longer time to make a sale (especially to government agencies)
      * Product demos, delivery time, terms of sale, and dependability of supply
* Target Marketing Process
  + Select a target market from the market segments identified
    - Target Market
      * The group of market segments the company wishes to appeal to, design products for, and tailor its marketing activities toward
  + Use the 4P’s of the marketing mix to shape a product concept for the market
    - Product Concept
      * Consumer’s perception of a product as a bundle of utilitarian and symbolic values that satisfy wants and needs (functional, social, and psychological)
  + Example
    - Levi’s
      * Product: Loose-fitting jeans (Silver tab)
      * Target market: Young to middle-aged customers with moderate to high income and education who like the style, comfort, and fashion of Levi’s apparel (utilitarian)
    - Levi’s # 2
      * Target Market: Budget-conscious families with children
    - Levi’s # 3
      * Target Market: Young, 20-something, image conscious consumers who like premium designer jeans that cost $200 or more (symbolic). Eg. Warhol Factory X Levi’s Jeans ($250)
* Product
  + Product’s position in the life cycle influences the target market selected and the kind of advertising used
  + Maturity Stage: Positioning, price promotion, comparative advertising
  + Product Life Cycle
    - Introduction -> Growth -> Maturity -> Decline