



Spring 2020

Marketing Communications

Final Exam Notes

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Segmentation

- Market segment is a group of consumers who have very similar needs, wants and consumption behaviours
- Each segment of the target market must also have similar demographics, values and lifestyles, and behavioural characteristics

Demographic Segmentation

- Broad demographic variables that define various groups of consumers include the structure and growth rate (or decline) of the population, the changing composition of households, the geographic distribution of Australia's population and ethnic population groupings – they all play a strategic role in marketing communications
- Groups are often called subcultures or 'tribes'
- Geo-demographic segmentation includes a combination of demographic and lifestyle characteristics of consumers within geographic localities, such as census collection districts postcode areas

0–14 y.o.	15–64 y.o.	Baby boomer (17% of pop.)	Middle age	65+ (14.4% of pop.)
<ul style="list-style-type: none"> Directly influence the purchase of everyday products Primary decision makers in buying toys (53%) and breakfast cereals (46%) 	<ul style="list-style-type: none"> Baby boomer (b. 1946–1960) Gen X (b. 1961–1976) Gen Y (b. 1976–1991) 	<ul style="list-style-type: none"> Attractive market for pharmaceuticals and high-tech products Relatively affluent Provide a general market for imported vehicles and financial investments 	<ul style="list-style-type: none"> Middle age: aged 35–54 Growing importance to marketers 	<ul style="list-style-type: none"> Relatively high levels of discretionary income Have the most assets of any age group Advertising models should portray this segment as active, busy and concerned with health and vanity

Geodemographic Segmentation

- Geo-demographic is a conjunction of geography and demography
- Premise underlying geo-demographic segmentation is that people who reside in particular areas, such as residents in rural areas of Australia, also share demographic and lifestyle similarities

Values and Lifestyle

- Consumers' values and lifestyles include their activities, interests and opinions (AIO), and have a greater influence on consumers' buying behaviour than demographics; this is because consumer demographics do not provide marketers with the reasons why consumers buy one product in preference to another
- By using a combination of consumers' AIO, marketers can customise their marketing communication messages for their product categories and brands to suit the needs of particular consumer segments

Activities	Interests	Opinions
Work	Family	About themselves
Hobbies	Home	Social issues
Social events	Job	Politics
Holiday	Community	Business
Entertainment	Recreation	Economics
Club membership	Fashion	Education
Community	Food	Products
Shopping	Media	Future
Sports	Achievement	Culture