

9+1-2+1+2

# Marketing

## Demography

Demography: The study of human populations in terms of size, density, location, age, gender, race, occupation, and other statistics.

Why does it matter? it involves people, people make up markets.

Trends include age, family structure, geographic population shifts, educational characteristics, population diversity.

### ⊖ Cons

- old or unavailable data
- too small for small niches
- psycho-social factors, motives, & insights are not considered

### Characteristics

Population: people with need to satisfy / buy clothes for insecure, fat, anti-fit people

Purchasing power: money to spend

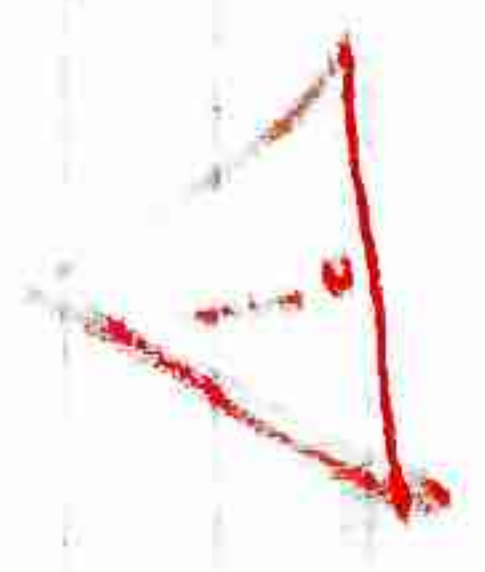
Buyer: willingness to spend their money

Population depends on fertility, mortality, migration.

| Generation X<br>(1967 - 1976)  | Millennials<br>(1981 - 2000)   | Generation Z<br>(After 2000)  |
|--|--|---|
| <ul style="list-style-type: none"> <li>- 7 million</li> <li>- Educated</li> <li>- Experientially driven</li> </ul> | <ul style="list-style-type: none"> <li>- Tech savvy</li> <li>- Personally centred</li> </ul> | <ul style="list-style-type: none"> <li>- Born after 2000</li> <li>- Teen market</li> <li>- 5.6 million</li> <li>- Fluent in technology</li> </ul> |

Canada changes:

- 50% of people live in top 10 census Metropolitan Areas (CMA)



CMA (Census Metropolitan Area)  
 100,000 people +  
 CMA (Census Agglomeration Area)  
 10,000 - 100,000 people

## Mobility

Mobility is a good sign. People move for job promotions (maybe).

\* education affects the purchasing power of families

## C. Willingness to Buy

(SR) : Theories deal with drives, cues, response, habits and reinforcement

### Technique:

1. Marshallian Economic man theory: believed in modern utility, faulty because it assumes that people price and income matter
2. Basically assume we think logically (the cheaper the better)  
Behavioral Technique: difficult;

2. Cues: weaker drives of why

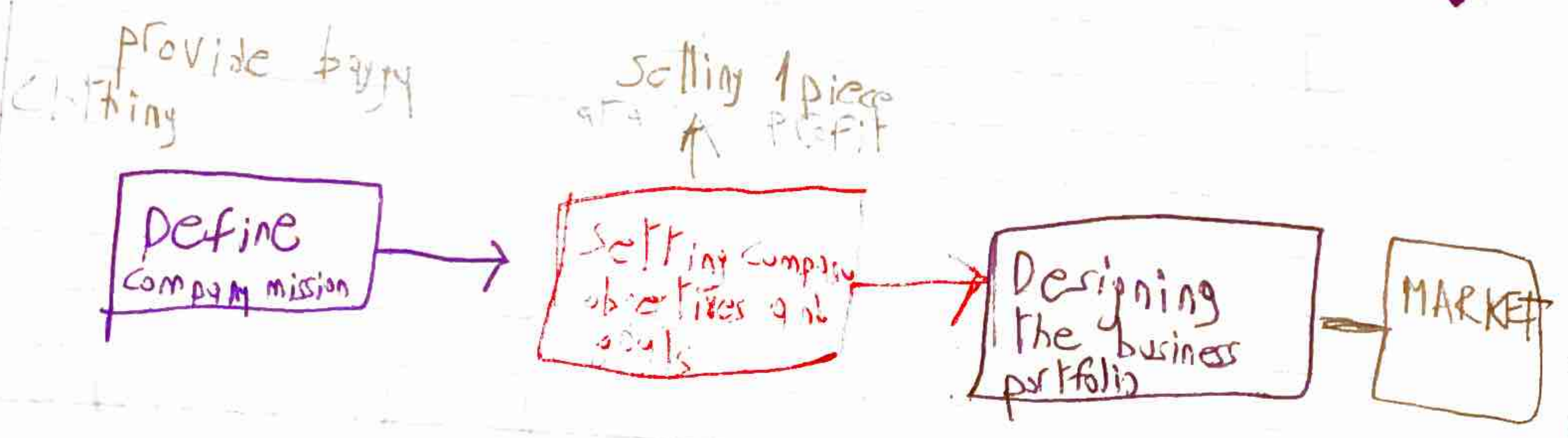
3. Reinforcement

1.

3. Veblen: man is a social animal; influenced by peer groups (Louboutin; celebrities)

4. Freudian: symbolic as well as functional features.

# Chapter 3



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## Chapter 3

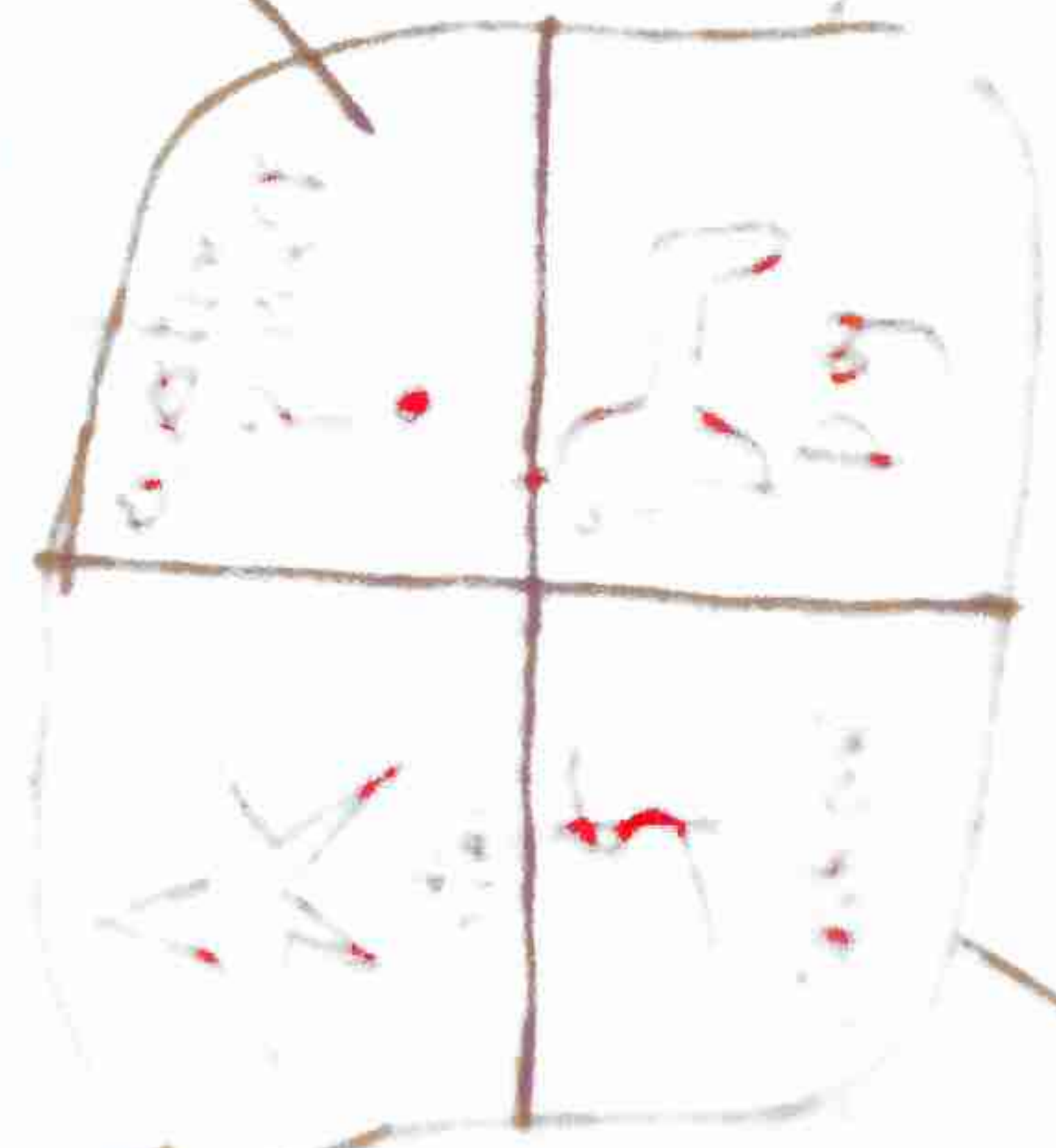


Marketing

Den

Microsoft, Red Bull

BBG Growth - Share Matrix



GROWTH STRATEGIES

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|         | Products  |  |
|---------|---|--|
| Markets | Present   | New  |
| Present | <p>A. Market Penetration</p> <ul style="list-style-type: none"> <li>Know products and market segments well</li> <li>Growth limited to segment</li> </ul> <p>C. Market Development</p> | <p>B. Product Development</p> <ul style="list-style-type: none"> <li>Can gain marketing economies of scale</li> <li>Needs new R &amp; D</li> </ul> <p>D. Diversification</p> |
| New     |   |  |

Market Development vs Product Development

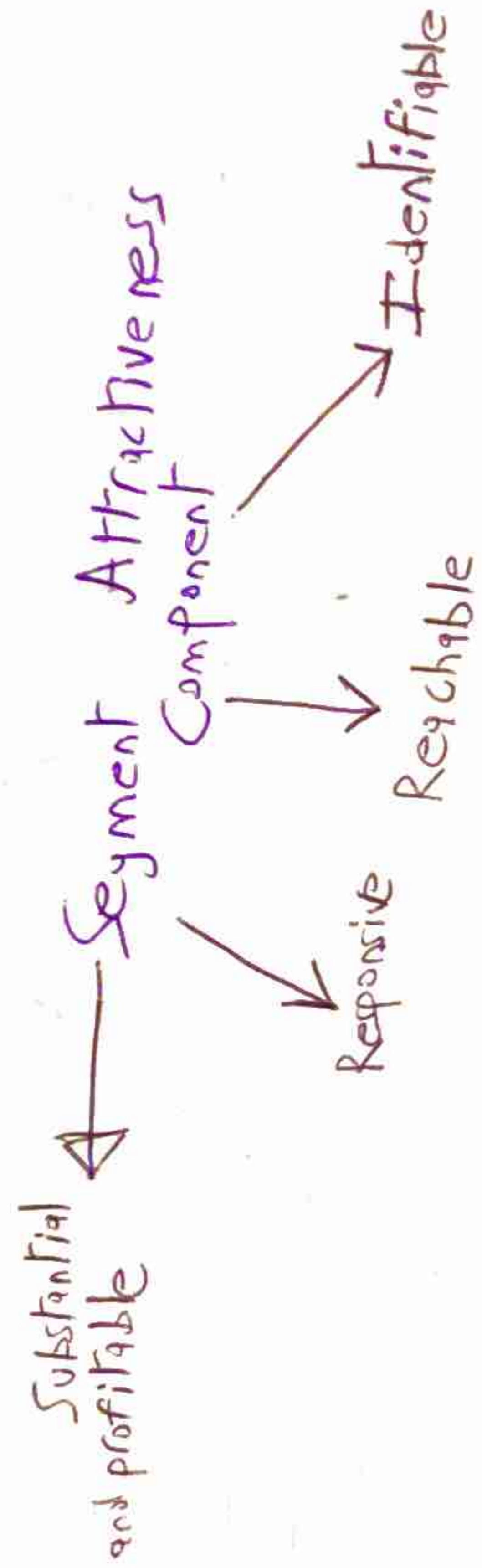
same old customers

COMPLETELY

Market Penetration

# CAR / FANCY

CMA =

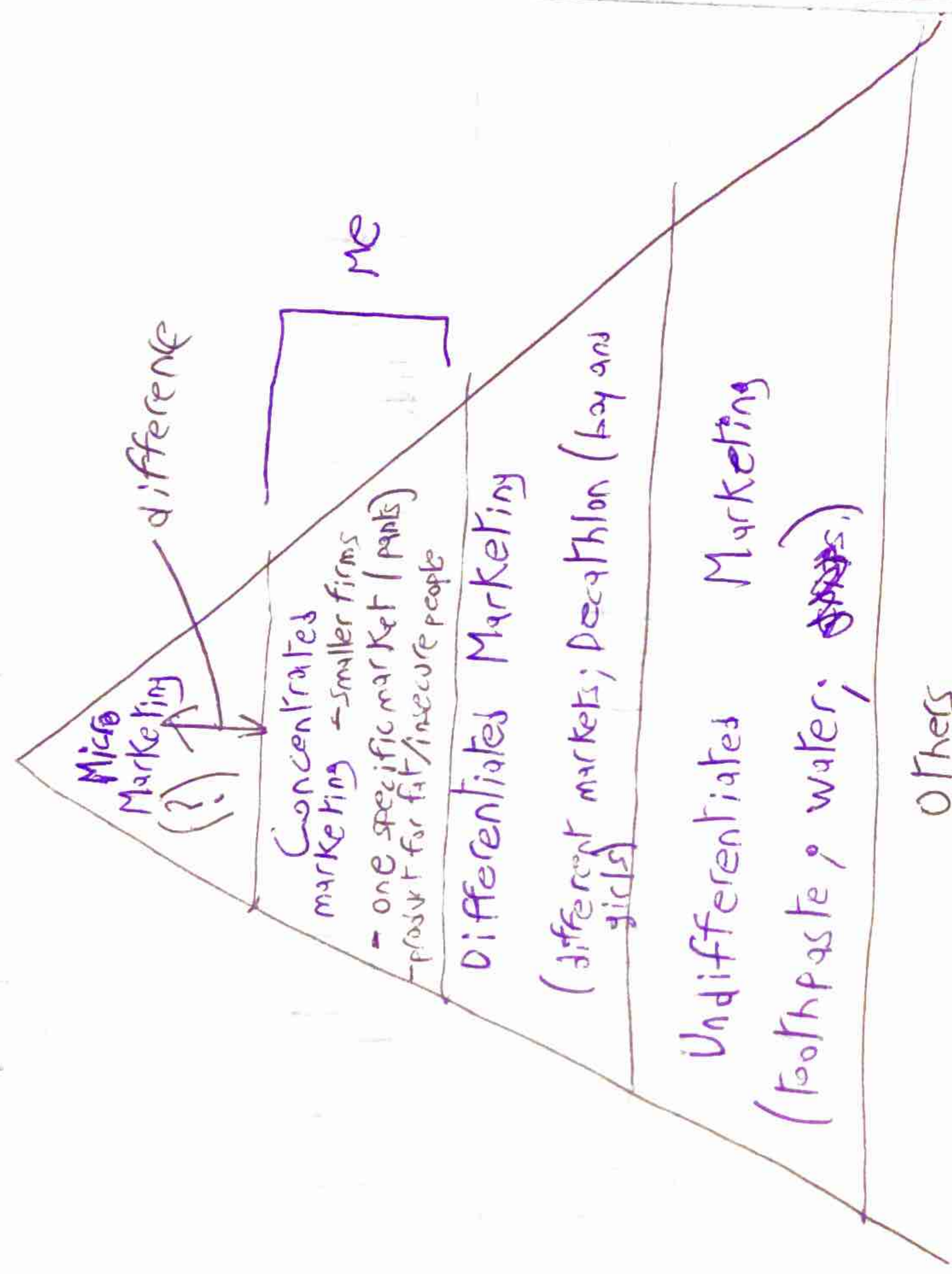


## Type of Marketing

1. Undifferentiated (mass) marketing
  - Targets everyone
  - Usually common needs like water

Demography: the study of human population in terms

copy: the study of marketing, 1992, occupation;



Micromarketing: Tailoring product to suit local custom group to a very specific and individual level, people living around buy - Concordia

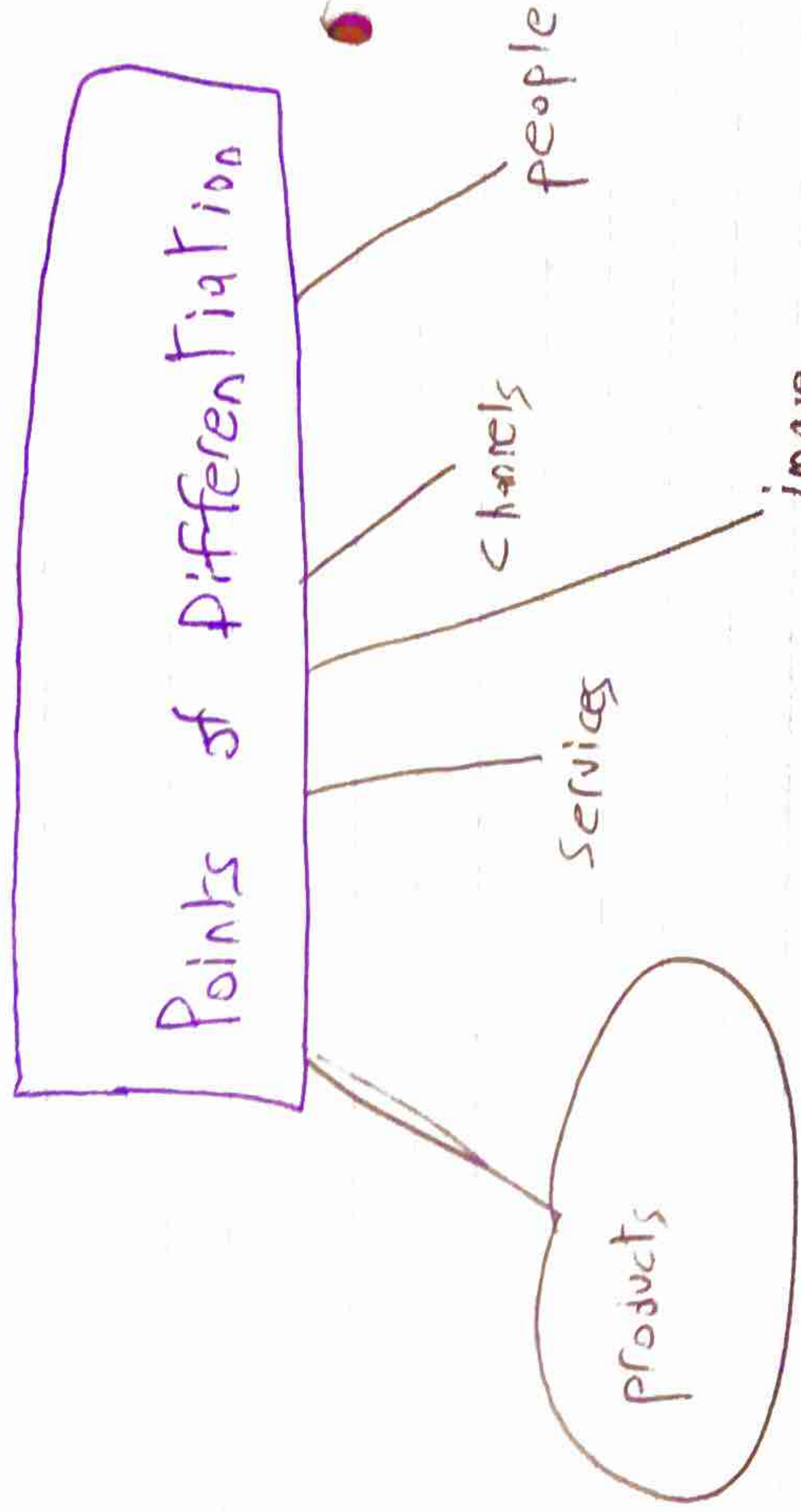
Individual Marketing: involves tailoring products and marketing programs to the needs and preferences of individual customers (beyond four costumes; defile)

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Geodemography:

Birds of a feather flock together where you live influences where you live (ant; X)



Criteria: important, distinctive, superior, communicable, preemptive, affordable, and profitable

re-marketing: relaunching a product

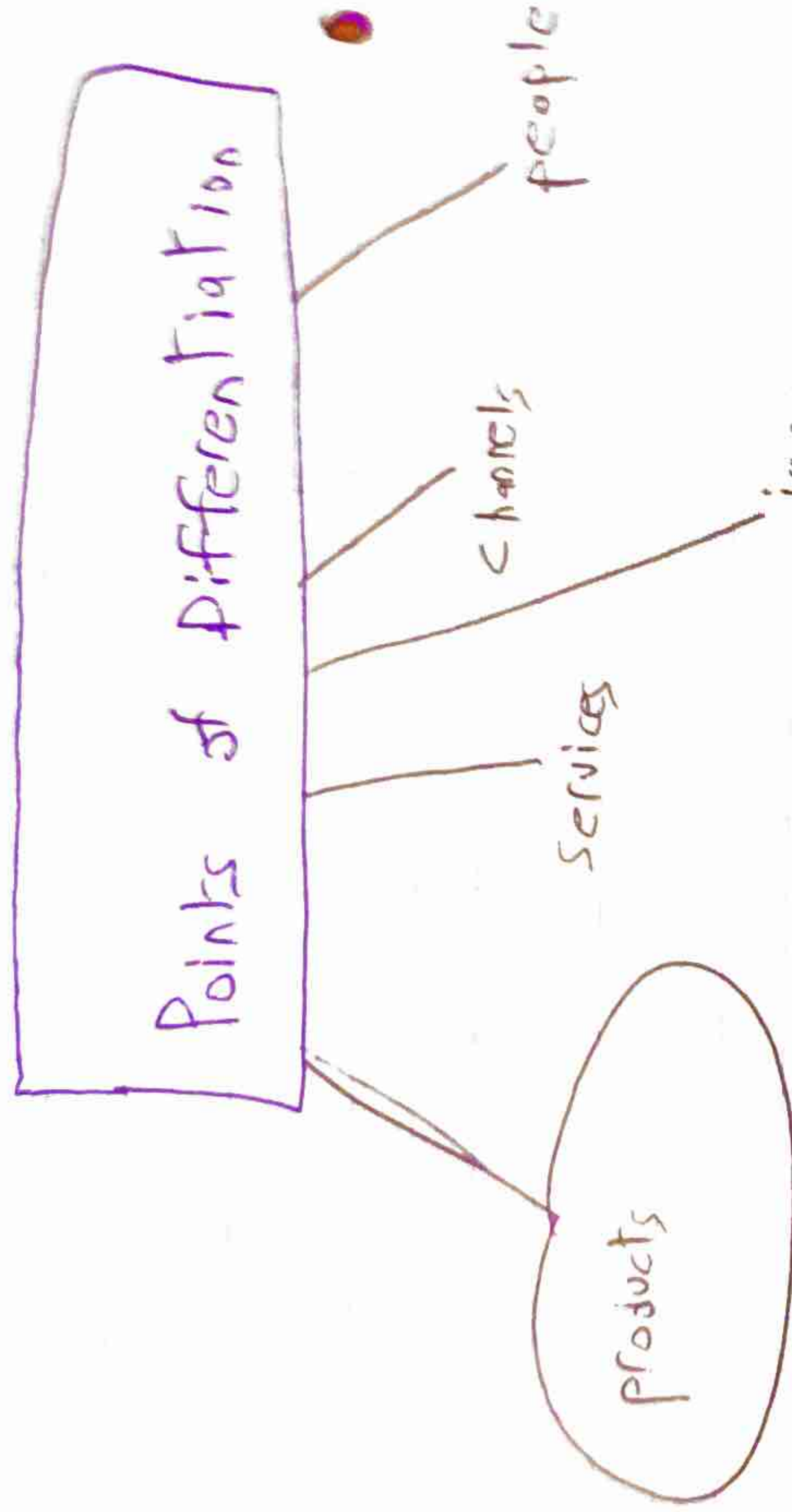
A

Friday 8 February

Prizm C2

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A

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A

## Repositioning

Repositioning involves changing the place an offering in a consumer's mind relative to competitive offerings.

Consumer Psychological Behaviour Influences Factor

### Opinions

short term; flexible; superficial thought

### Attitudes

responses toward an object or idea

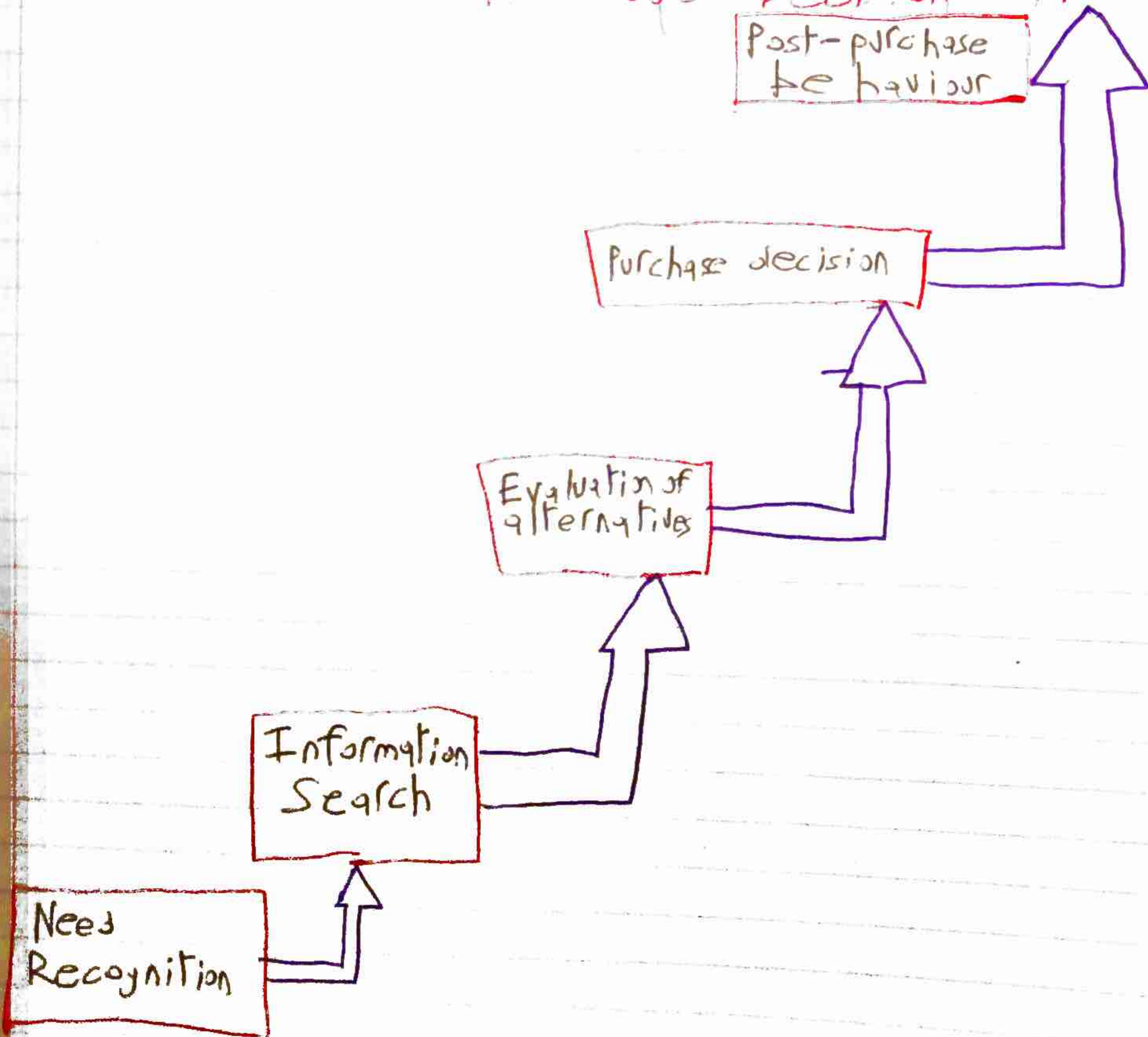
### Beliefs

(political systems; religion)

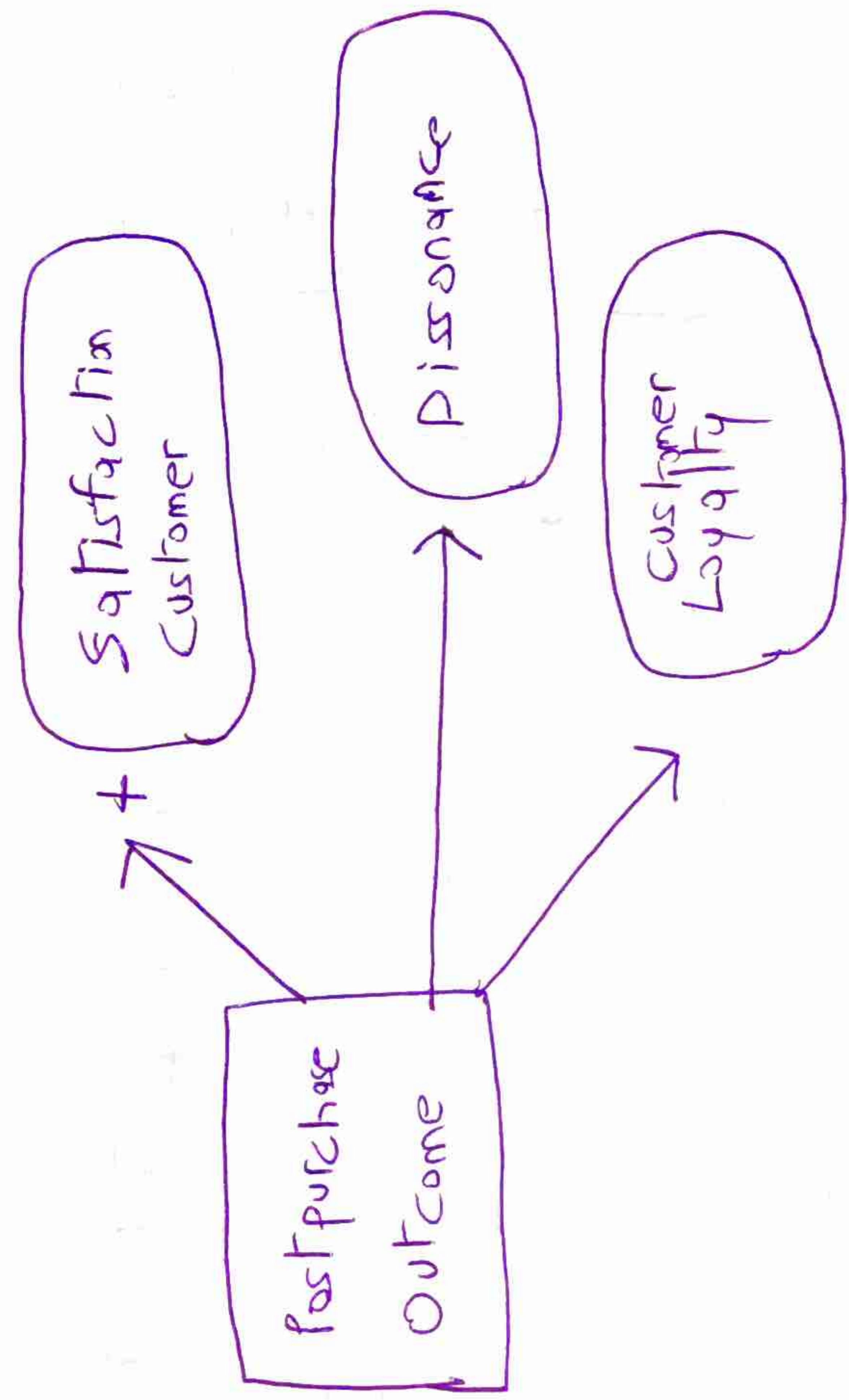
## Howard / Stern Model

- People buy what they know, re-buy
- when customer doesn't know brand, so high involvement / risk / price / since

### The Buyer Decision Process



Demography  
Size, density, location, age, gender, race, occupation;



Memorize Canadian Subculture

Example of Mass Media:

# Factors

## Factors in Class Positioning

- Income
- Occupation
- Ambition
- Education
- Ethnic
- Marriage

Innovators: start trends; crazy  
early adopters: group leaders (oprah);  
give momentum to product)

early majority: sheep that follow the  
original people with money

Laggards: last time people