ENTERPRISE STRATEGY SELECTION USING THE PSYCHOGRAPHIC SEGMENTATION OF CONSUMERS

Simanavičiene Z., Director, habil. Professor, Kaunas University of Technology, Center for Social Responsibility Research, Department of Economics I Faculty of Economics and Business.
Kisielius E.Master degree student, Kaunas University of Technology

Simanavičiene Z., Kisielius E. Enterprise strategy selection using the psychographic segmentation of consumers.

In this article main attention is given to the method that has been forwidely used more than 20 years – VALS™. Usually it is not enough to use demographic characteristics for segmentation, and using psychographic segmentation of consumers becomes relevant. Ziff (1979) argues that there is a pattern why certain segment of customers prefers one or other product, but the problem is that customer behavior is hardly predictable if appropriate instruments and technics are not used. It is not possible to manage business successfully if consumer preferences, their choice determinants are not known, McDonald, Dunbar (2005) says that it contributes for successful segmentation. Although other authors as Boote (1984) raise a question that psychographic segmentation of customers is still not enough, and values play a major role in their behavior. Also Park & Jang (2014) in their research found out that psychographic segmentation is not always static and extremely when satisfaction is taken to account.

The purpose of this paper is to conduct a study and make recommendations on how to reach consumers, what future strategy to use for the selected companies. The research was done in Lithuania, with the VALS™ survey, translated to Lithuanian language. Due to the study key user segments and their priorities will be identified. Using the guidance of VALS™ it will enable to create a marketing strategy for selected companies. Also findings might be used for other subjects, such as new product development. It will be clear what the main consumer segments are what their needs are and, before deciding to introduce a new product, how to draw attention to it.

Simanavičiene Z., Kisielius E. Выбор стратегии предприятия с использованием психографической сегментации потребителей

В данной статье уделяется внимание методу, который широко используется более 20 лет - VALS. Обычно использование демографических характеристик для сегментации и использование психографической сегментации клиентов не является достаточным. Зифф (1979) доказывал, что существует шаблон, согласно которому определенный сегмент клиентов предпочитают один продукт другому, но проблема в том, что поведение покупателя очень непредсказуемо при использовании неправильных инструментов и техник. Не возможно успешно вести бизнес, если не известны предпочтения покупателя и его критерии выбора того или иного товара. Макдональд, Дунбар (2005) говорят, что это способствует успешной сегментации. Хотя другие авторы, такие как Бут (1984) поднимали вопрос, что психографическая сегментация клиентов не достаточно и ценности играют решающую роль в их поведении. Также Парк и Джанг (2014) в их исследовании обнаружили, что психографическая сегментация - не всегда статична и особенно, когда во внимание берется удовлетворение потребностей.

Целью данной работы является проведение исследования и написание рекомендаций по привлечению клиентов, какую стратегию использовать в будущем выбранным компаниям. Исследование было проведено в Литве методом VALS, переведено на литовский язык. В исследовании определены ключевые сегменты пользователей и их приоритеты. Используя метод VALS возможно создать маркетинговую стратегию для выбранных компаний. Также результаты могут быть использованы по другим направлениям: разработка продуктов, позволит обозначить основные клиентские сегменты, определить конечные потребности еще до решения о выводе нового продукта на рынок, как привлечь внимание к новому продукту.

Simanavičiene Z., Kisielius Вибір стратегії підприємства з використанням психографічної сегментації споживачів

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Although it might be explained that most of respondents from innovators group in this research were young Mercedes and that is a sign for company, which in reality by itself is a leader for innovation in market. Although it is noted that elder people prefer Mercedes. The distribution by gender was equal – the same portion of women respondents as men prefer worth?

That kind of brand takes time to build, but it's important to consider - is it a big minus. The fact that high-quality luxury brand reflects the richest is only one side, the other side is the constant. As stated in Finance: maps of World (2013): Mercedes luxury brand has not only benefits, but also promotional campaign success was reached.

Unplanned as a breakthrough year, when BMW for the first time in industry have used the Internet in interesting way - a new site where BMW hosted videos in website for promotion. Sales increased significantly. Unplanned promotional campaign success was reached.

Second brand is Mercedes. The company attributes luxury cars and it seems that the strategy is constant. As stated in Finance: maps of World (2013): Mercedes luxury brand has not only benefits, but also a big minus. The fact that high-quality luxury brand reflects the richest is only one side, the other side is the fact that the manufacturer cannot build “cheaper” models, because it will "damaged" luxury image. The article mentions that in Europe, Mercedes have offered lower-level models, but these have never reached more sensitive American market. That kind of brand takes time to build, but it's important to consider - is it worth?

The most important finding is that more than 70% of respondents would prefer BMW instead of second brand is Mercedes. The company attributes luxury cars and it seems that the strategy is constant. As stated in Finance: maps of World (2013): Mercedes luxury brand has not only benefits, but also a big minus. The fact that high-quality luxury brand reflects the richest is only one side, the other side is the fact that the manufacturer cannot build “cheaper” models, because it will "damaged" luxury image. The article mentions that in Europe, Mercedes have offered lower-level models, but these have never reached more sensitive American market. That kind of brand takes time to build, but it's important to consider - is it worth?

The most important finding is that more than 70% of respondents would prefer BMW instead of Mercedes. The distribution by gender was equal – the same portion of women respondents as men prefer BMW. Although it is noted that elder people prefer Mercedes.

More than 80% of strivers have preferred BMW. No respondents from innovators group have chosen Mercedes and that is a sign for company, which in reality by itself is a leader for innovation in market. Although it might be explained that most of respondents from innovators group in this research were young
people. Thinkers and respondents from age group 45-49 preferred Mercedes. It could be definitely explained by the fact that it is a luxury brand, not so affordable for young ones.

References:


**Keywords:** segmentation, psychographic segmentation, VALS™ system, strategy selection, economic aspects, agrarian sector, investments.

**Ключові слова:** сегментація, психологічні сегментації, VALS™ система, вибір стратегії, економічні аспекти, аграрний сектор, інвестиції

**Ключевые слова:** сегментация, психографические сегментации, VALS™ система, выбор стратегии, экономические аспекты, аграрный сектор, инвестиции