

Chapter 1 : Market volume change of large household appliances | Italy

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Share via Email The rise of smartphones and apps means marketers have to develop digital skills to communicate effectively with customers. Alamy A transformation of marketing is underway as we spend more time on our mobiles, tablets and laptops. The challenge for brands is to connect with customers through all these devices in real time and create campaigns that work across social media, display advertising and e-commerce. The real-time conversations brands have with people as they interact with websites and mobile apps has changed the nature of marketing. The two areas do not always sit easily together. Getting creative marketers to work alongside technical staff can be a huge challenge. To explore these issues, the Guardian, in association with software firm Adobe, invited a panel of five top marketers and digital chiefs to discuss the matter before an audience of about 50 marketing and digital professionals. The question they addressed was: It is a creative and often intuitive process. The technology used to achieve this, however, requires skills in mathematics, statistics and computing. How can these two different areas work together effectively? Digital marketing has also greatly increased relevancy. Messages can be targeted with a laser focus to very specific groups offering them relevant content. Meanwhile, the reach of campaigns has also increased greatly. With so many different ways that customers access media, whether through Facebook, YouTube, news websites, via mobile or tablet apps, a strong idea can quickly gain huge scale. Marketers need to update their skills in order to make the most of these fast-moving, and highly relevant campaigns through digital. They need to work closely with data specialists, web developers and social media professionals. Charles Wells, chief marketing officer at charity fundraising service JustGiving, told the panel that the marketer of the future needs to combine marketing and creative skills with an understanding of real-time technology. He said his marketing team has data scientists, engineers, developers and user experience experts, who work together in small project teams to try and create growth. This is a radical change from the way traditional marketing departments work, he said. He thought the big task for people in marketing would be to find their own niche: They are rising to this challenge, said Wells. A fifth of staff at JustGiving are data strategists whose sole job is to identify patterns from the data the service gathers from millions of charity fundraisers. A vital quality for marketers in the fast-changing digital environment is curiosity, rather than any specific technical knowledge, said Adobe digital marketing director John Watton. A question about the effectiveness of digital marketing was raised by audience member Steve Mullins, content director of brand-e. Lisa Bridgett, sales and marketing director at upmarket online fashion retailer Net-a-Porter, answered that marketers ultimately need to rely on their natural intuition rather than on technology. She referred to programmatic ad buying, where computers buy and place online ads in an automated way, and said that there are few people who really understand how such technology works. Time and time again it plays out right. So you need to be dextrous in these two different worlds. But this is hard to achieve for many organisations and the two sides can end up in conflict. Pure digital players such as Net-a-Porter that have always been digital are structured for the digital age. Should it be the chief information officer or the chief marketing officer or perhaps someone from a different department? The panel agreed that it is usually agencies who are responsible for this. The question of how businesses should identify the marketers and technologists of the future was raised by Omaid Hiwaizi, chief strategy officer at agency Geometry Global. The panel agreed that having a mix of millennials and more experienced staff was important. We re-skill people on the job, we move people from traditional content roles into web content roles and spot opportunities for people to move towards more data roles. Marketers can come from many backgrounds: Those looking for a career in marketing must be prepared to bring together the magic of marketing and the science of technology to create powerful and relevant marketing campaigns. Bridgett summed up the challenge. This was the theme of the discussion panel organised by the Guardian in association with Adobe. As a result, marketing departments need to provide compelling campaigns across these different devices and become proficient in using technology. Marketers need to work closely with IT departments and

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technologists. They need to understand the processes behind developing websites, handling data and running social media campaigns. The panel discussed how marketers could develop the skills to enable them to work hand in hand with technologists while retaining their creativity, flair and intuition. Discussion hosted to a brief agreed with Adobe. Contact Matthew Race on matthew. For information on roundtables, visit:

Chapter 2 : The Changing Nature of the American Household - Marketing Charts

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Implications for research, marketing strategy, and public policy are discussed. The issues treated herein are those raised by the other five participants in this session. As an organizing framework, I will first treat issues directly observable in current demographic trends and then treat some interpersonal issues. These factors have both individual and interactive effects. As young adult singles they may continue to live with their parents, live alone, live with one or more persons of the same or with increasing frequency, opposite gender, or live under the arrangement euphemistically described as co-habitation. Whichever living arrangement, or combination thereof, is chosen, delaying marriage implies a longer period of independence for the young adult. The individuals who have experienced this protracted period of social and financial independence will bring to their eventual marriages a broad array of consumer skills. These consumer skills will be the result of both their own experience and of exposure to the life styles of other young adults including roommates, co-workers, and friends. Singlehood tends to force the acquisition of non-traditional consumer skills for both genders. For instance, the woman is likely to have purchased and maintained one or more cars and the man is likely to have prepared meals, maintained an apartment, and done the shopping associated with the performance of traditionally female tasks. Upon marriage, these persons are less likely to model cheer consumption patterns and decision-making processes upon the, probably traditional, patterns of their parents than are couples who lack this lengthy exposure to diverse and, often non-traditional, life styles prior to marriage. Both the nature of consumption-related decisions and the processes by which they are made will be affected. This sense of identity, reinforced by dual incomes, is likely to result in more autonomous decision-making by these couples. Extensive pre-marital experience as single consumers may, over time, result in a more flexible approach to the division of household and other consumption-related tasks. Change is unlikely to be rapid, however. The most non-traditional attitudes and behavior should be exhibited by cohabiting couples, since they have chosen a relationship which is not sanctioned by a large proportion of our society. Still, a study of the division of household labor which included cohabiting couples Stafford, Beckman and Dibona found that even these couples were dividing tasks in the traditional, gender-linked manner. Even so, some change is becoming apparent. In earlier research dealing with meal preparation by husbands, Wortzel and I speculated that couples today seem increasingly inclined to perform at least the more creative tasks on the basis of personal preference as opposed to traditional gender roles Robert and Wortzel a. This is likely to become increasingly true as more young persons experience protracted periods of singlehood. While this is promising from the viewpoint of the demands on time of the working woman - and admittedly an over-optimistic one from the viewpoint of current time use research - it is a perplexing one for marketers. It has been difficult enough to select target segments, determine appeals, and accurately portray women as their roles have multiplied. The best approach to take will be a cautious, research-based one, since change is not likely to occur simultaneously either across product categories or across market segments. Since higher education is related to delayed marriage, another implication is that both partners will bring increased financial resources into the initial years of marriage. This will clearly allow for a more rapid accumulation of a stock of high-quality durable goods as well as for continued high expenditures on personal consumption goods, services, travel, and leisure pursuits. One might start with the proposition that for the majority of American families having a child is now a conscious decision reached jointly by husband and wife. In her introduction to a special issue of the *Psychology of Women Quarterly* which deals with determinants of fertility, Russo states that "there is overwhelming scientific evidence that we value what we perceive ourselves to have freely chosen" Russo , p. Marketers should question whether fathers react similarly to mothers with respect to attributes of child care and entertainment products. Will they be more, less, or equally concerned about convenience in use, health and safety aspects, and educational benefits of products, for instance? It seems clear

that promotional activities-for child-related products should reflect increasing male involvement. Advertising themes, media selection and role portrayals may all be affected. Current television advertising for a new brand of disposable diapers can be cited as an example of portraying equal involvement of both parents in infant care. The high educational level of these parents is likely to increase the size of the market segment which is extremely critical and demanding with regard to child-related products. Their expectations for quality in all types of products will be high. They will expect toys to provide developmental and learning experiences as well as entertainment. The increased financial resources they have accumulated as a result of delayed marriage, coupled with few children as a result of decreased family size, will allow sizeable expenditures on each child. The impact of large numbers of first births as well as many single-child households will increase the economic impact of this "echo baby boom" since higher per-capita expenditures are typical for first-born children Cardozo and Haefner Since many women may be delaying the birth of the first child until careers are well established, most of them are likely to return to the labor force very quickly, if they leave it at all. The resulting segment of well-educated and affluent two-worker families may choose to spend as little time as possible on activities that represent merely "custodial care" of the home or the children. Instead, they will try to devote as much time as possible to activities that provide rewarding family interaction. Products and services which promote interaction between parents and children that is both enjoyable and intellectually stimulating should be especially attractive. In terms of their basic life priorities, this seems quite reasonable. There is limited support in the literature for this hypothesis Gentry and Doering undated. There is also the suggestion that women, like men, consider work and leisure to be interrelated and that women, even more than man, enjoy competitive leisure pursuits Hawes, Blackwell and Talarzyk In view of the limited amount of research available, some research questions seem to be in order. It seems clear that the scarce leisure time of the working woman should be highly valued. How does she approach the use of that leisure time? Does she see it as an end in itself or as an integral part of a well-rounded life, i. If she is married, does she reserve her leisure time for family activities or does she feel that she is entitled to some "time of her own? It seems that a majority of working wives correctly perceive themselves to be not only contributing to household income but also spending more time on household and child care than do other members of the family. They may, therefore, be very open to appeals related to doing something, either active or passive, for their own personal benefit and enjoyment. The easy hypotheses have tended not to be confirmed by empirical data. The seemingly reasonable hypothesis that working women will tend to rely more on convenience foods than non-working women has fared similarly Anderson , Anderson , although there is contradictory evidence Editor and Publisher, Pointing out that sales of one convenience food, frozen vegetables, have actually declined in recent years, Wells sounds a warning that is widely applicable across product categories when he says, "Remember that frozen vegetables represent only one of a number of acceptable ways emphasis mine to shorten meal preparation time. The link between the desire to make meal preparation easier and the use of frozen vegetables is neither necessary nor direct Marketing News Understanding the various possible approaches to task performance see Roberts and Wortzel b for an example , will shed considerable light on product and brand choice behavior. Again, a careful research-based approach is necessary, because there is no reason to believe that approaches to task performance will be consistent either across tasks within the same household or across households. There is an easily observable tendency for marketers to fall back on the prevailing mythology about sex differences when dealing with women in business decision-making roles. Hesselbart sounds an important warning when she notes that "women and men in similar jobs have similar values and personalities. Even in a situation where women do have a special set of problems business travel is a good example , proprietary research has found no major difference in decision criteria between men and women. This type of woman, however, does appear to be very easily offended by two extremes of marketing behavior. At one extreme is blatant sexuality, usually in promotion, which is counter to her own role-appropriate behavior. At the other extreme is anything which bespeaks a patronizing attitude toward "the little woman. Given current rates of divorce and of chosen singlehood, these trends seems likely to continue. Expected differences in consumer behavior suggest that we should be looking at three different groups of currently single women: Single women without families who are less than 55 years old 3 million in Single

women without families who are 55 years or older 7. Single women who are family heads 5 million in U. Department of Commerce Age alone makes them a prime market for consumer goods, as does the fact that they are the best-educated of the women in this age bracket. In spite of the size of this market, only media catering to the young, single woman have published information which examines it specifically. It is clear that these women have a great deal of buying power, but how are they spending it? Are they buying condominiums or making other types of investments? Do they spend heavily on non-durable goods including clothing and personal care items? Are they especially heavy consumers of travel and entertainment services? The answer to all of these questions is undoubtedly "yes" but we need to understand the budgetary allocations of this segment. We also need to understand their shopping attitudes and habits. Are they part of the shrinking group of consumers who regard shopping as a pleasurable activity, perhaps because their free time is not constrained by family responsibilities? Are their shopping attitudes product specific - i. Do they mix shopping and entertainment? The basic hypothesis would be that the consumption patterns of this segment differ as a result of their relatively high level of "truly discretionary" income and that their shopping attitudes and behavior also differ from those of other women as a result of their life styles. The segment of women living alone aged 55 and older presents a very different picture. They are less well educated and have lower incomes than other groups of employed women. In addition, women aged 55 to 64 are less likely to be employed than are any other group under age 65, although it is uncertain whether or not this is true for the single women in this age group. Because elderly consumers make up a large portion of the market for many goods and services, there are several studies available. However, they tend not to cross-classify their data so that female responses can be distinguished from those of male respondents. One study Martin studied fashion shopping behavior among young, middle-aged and elderly women. He found numerous differences between the three age groups with elderly women using more information from both media and sales clerks, shopping fewer stores, and shopping in specialty boutiques less frequently than either of the other two groups. Although there was little inter-group difference, elderly women perceived themselves as being fashion conscious and said they enjoyed shopping. While it is true that one might expect fashion-related behavior to differ widely between generations, different shopping patterns as well as the different information processing patterns discussed by Phillips and Sternthal suggest that different marketing strategies would be appropriate for the elderly female consumer. Department of Commerce , p. The final group of single woman is those who are family heads. As Kahne points out, the vast majority of these families are composed of children, a few include a male who is not defined as the household head, and still others are composed of other adult family members. While there are other similarities, the single meet unifying aspect of these families is their low income level. The low level of discretionary income does not make this a particularly appealing market target for most goods. Even here, we may be missing out, because a recent study of the market for generics cites greater usage by the upscale customer Murphy and Laczniak This highlights the need for consumer information programs which will effectively reach this and other low-income segments. While this is a difficult task, it is one that deserves the attention of both marketers and researchers. There is, however, another aspect of women-headed families that may prove to be of even greater long-run significance to consumer behavior.

Chapter 3 : How household patterns in the united states are anticipated

Roberts, Mary Lou. and Wortzel, Lawrence H. Marketing to the changing household: management and research perspectives / edited by Mary Lou Roberts and Lawrence H. Wortzel Ballinger Pub. Co Cambridge, Mass

Humans resist change until they absolutely have to. Brands become what they have proven themselves to be. Mental perceptions are hardened by experience. Like the chicken or the egg, what comes first? Brand owners are the first to resist change. There is a long period of denial before brand owners will change their own thinking. It can take years of sales declines before brand owners will wake up and deal honestly with a brand that is losing ground. This is especially true of iconic brands that once were leaders. Long before the cash starts drying up, iconic brands lose relevancy and customers. The dynamics of organizational thinking tend to favor the status quo. For many brand owners, the default button for changing brand perception is a new ad agency, creating a different slogan or new ad campaign. Meaningful change in brand perceptions first requires honest internal assessment and deep introspection. This is difficult for brand teams to do these days—especially when their performance is judged by management on a quarterly basis. Brand teams hyper-focus on the urgent work running the business rather than the important work creating new value that represents a bigger future. If your brand were gone tomorrow, would anybody care? There are only two options to consider. Assuming your brand team has the necessary internal clarity, confidence and consensus about what must change and where the greatest opportunities for success are found, there are only two strategic options available: Continue to invest in the current brand: Iconic heritage brands that have abundant awareness but little relevance with a new generation of consumers are very difficult to change. Starbucks is a great example of a successful turn around of an under-performing brand. After twenty years of ubiquitous expansion, the very thing that made the brand great was contributing to its demise. In addition, the brand faced growing threats from unlikely competitors such as McDonalds and Dunkin Donuts who offered more convenience and lower prices. Starbucks responded by changing nearly every aspect of its operations and core store experience from the inside out. Today the brand is once again enjoying the fruits of its leadership position. But it was a very expensive journey. Invent a new brand: In the long run, inventing a new brand from scratch may be a more prudent decision than attempting to change current perceptions. No amount of product design or advertising would change this perception. One of the benefits of this strategy is the Dewalt brand commands far higher price points. To enter a significantly new market, it may be necessary to invent a new brand a very expensive option, but doing so, along with positioning changes, pricing changes and fundamental changes in product functions and features that are more attuned to a new target consumer segment, and you may be able to have the best of both worlds. At the end of the day, there are no absolutes or easy choices. The Blake Project Can Help:

Chapter 4 : Women's Changing Roles -- a Consumer Behavior Perspective by Mary Lou Roberts

This timeline illustrates the change of the market volume of large household appliances in Italy from to As of , the market volume of large household appliances was stable around.

Citizenship Language spoken, if other than English People may belong to two or more target groups, or a target group may include two or more characteristics. Some of the census tables in fact provide a look at how two or more characteristics race, age, and income, for instance overlap. There can be overlap as well among characteristics in all five of the criteria discussed here. Besides country, region e. Area for example, upstate or county Locality, if rural Village names, for instance, often endure long after most of the village is little but foundation stones and cellar holes, or after it has become a thriving neighborhood in a larger community. These names are also often used to identify rural areas that are now thinly populated. Knowing them may be important to understanding who and where your target population is. Greasy Village was a distinct neighborhood, with recognized boundaries and the loyalty of its residents. City block In the past few years, because of advanced computer technology, it has become possible to prepare detailed maps of towns, neighborhoods, even city blocks that show where people with specific characteristics live. The geographic and demographic or other information are both entered into a specially configured computer system, and it produces a multi-color map that shows how the two sets of information coincide. This category includes the physical and medical characteristics and personal experiences that groups of individuals have in common that may influence their responses to social marketing. Some of these include: Family history including abuse, medical history, alcoholism, etc. Risk factors for diseases or for social conditions Abused children are more likely than others to become abusive parents, for instance. Some psychographic characteristics that might interest a social marketer: Political views, including both party affiliation and the radical-liberal-centrist-conservative-rightist spectrum. Values and moral system. Social attitudes, touching on such issues as homosexuality, welfare, abortion, etc. Actual religious beliefs, as opposed to simply "being" Presbyterian or Islamic or Eastern Orthodox. Environmental awareness and attitudes. These can range from neglect to over-protection, from permissiveness to authoritarianism, with infinite variations in between. Attitudes toward authority, from blind acceptance to outright hostility. A commercial marketer would be looking for very different psychographic characteristics than many of those above. Tastes in music and entertainment, what kinds of vehicles people prefer, what kinds of newspapers they read, attitudes toward sports, color preference - these are the kinds of things they might pay attention to. How people get their news, who their heroes are, which public figures they consider believable, and, yes, their color preference bright red posters might be more effective than bright green ones might all turn out to be important information in a campaign to promote better prenatal care or curb domestic violence. Knowledge about the problem. The first step is knowing that the problem exists. There has to be awareness before there can be any movement toward change. Once people know about the problem, they have to believe there is a reason they should be concerned about it. That often means understanding how it applies to them personally. At this point, individuals have resolved the previous four issues, and are ready and able to do something about the problem. Ability to maintain the change. If the action was personal - quitting smoking, for instance - that action has to be maintained over time to be effective. That means consciously not smoking every minute of every hour of every day until not smoking becomes as unconscious and familiar as smoking once was. Understanding where people are on this scale is among the most important factors in deciding when and how to segment your market. Some other issues to consider in developing a social marketing campaign are: How much is your target population willing to pay? Can you reduce the costs to make change more attractive? As discussed in Section 2 of this chapter, there are costs for changing behavior and attitudes. Willingness to take risks. Can they lead the way for others? Are there some who are really reluctant? Everett Rogers, in *Diffusion of Innovations*, looks at those who are among the leaders in adopting new ideas, techniques, or products. Not surprisingly, he finds that they tend to be less conventional, more widely knowledgeable, more willing to take risks, and more independent than those who are less eager to try new things. These innovators essentially try out new things for others, and, if the use

of those things is successful, ultimately lead others to adopt them. It may make sense in some social marketing circumstances to appeal particularly to innovators, who will then act as opinion leaders in the long run. Will some segment of the target group do almost anything if enough of their friends are doing it? Or, conversely, will some never do anything until at least some people they know are already doing it? Motivation by reason, as opposed to emotions or fears or impulses. Everyone acts irrationally at least some of the time, but is that the rule for some segments of the population? Are some likely to be swayed by logical arguments, while others can only be appealed to on some other level? Different segments of the target audience may have different levels of involvement in and knowledge about the issue, may have different attitudes toward it, and may respond to different kinds of arguments and information about it. As a social marketer, you can reach each of these segments - or each of the ones most important to your campaign - by aiming your message specifically at it, using what you know about it. In addition to these five touchstones of commercial market segmenting, social marketing often requires another. Particular target groups, or many members of those groups, may not be influenced directly by a social marketing campaign. They may be much more likely to listen to family members, doctors, neighbors, etc. But how do you decide which of all these criteria to use to define segments of your population? As explained above, there are numerous ways that a community or a group can be segmented by using and combining criteria. Given all the different choices, how do you divide your audience into segments that will be helpful to you in a social marketing campaign? The answer is in the target audience itself. As with all social marketing, segmenting needs to be focused on the people whose behavior needs to change if the campaign is to be successful. As always in social marketing, the best answer is to turn to the "consumers" themselves, i. There are some formal criteria to help you make that decision. Once commercial marketers have segmented their audience, they use four basic criteria to decide which segments to target: For a commercial marketer, this is the ability to determine whether a particular segment is large enough and has enough purchasing power to be worth pursuing. If your goal is to make sure that all five-year-olds in the community have had a full range of immunizations, for instance, you know you want to target their parents. But what about their grandparents or older siblings? Can you reach a particular segment with your message? Accessibility is a matter of degree. A commercial marketer may not care if a particular segment becomes part of his customer base or not, as long as his bottom line is healthy. A social marketer may have very different feelings about a particular segment of the population, and may be willing to spend vast amounts of time to develop accessibility to that segment. Cultivating personal contacts, learning the language and culture, and spending time in the community are some of the ways that you might create access to a particular segment. They all take time, but may be worth it if that segment is important to your goals. Is the segment large enough and likely to yield enough of a return to be worth targeting? Developing a social marketing campaign around immunization may not be worth it if only a few families have failed to immunize their children. It would make much more sense in that case to spread your message by personal contact. The segment has to have characteristics that are distinct enough to make it possible to target a campaign specifically to it. You may have to target separately to teen parents, single mothers, families without health insurance, families whose locations make it difficult to get to a clinic, etc. Position on the change scale. As described above, segments can be defined by their position on the scale of change, from lack of knowledge about the problem to maintaining the new behavior. This position, according to Alan Andreasen in *Marketing Social Change*, is the single most important criterion for segmenting your market. People need to know about and understand the issue before they can even begin to think about acting on it. Once they know about it, they have to be convinced of its relevance to their own situation, of the benefits of changing their behavior, of the possibility of change, etc. Each stage requires a different approach to move people to the next stage of the process. Research seems to show that by tailoring the marketing message to the appropriate stage of the change process, social marketers are most likely to get behavioral results in the long run. The first step is to consider what kind of social marketing campaign you want to conduct. Commercial marketers usually see themselves as having three choices, depending upon their needs and resources: Undifferentiated marketing is the practice of developing one message aimed in the same way at everyone you want to reach. In the early days of TV, particularly, most commercial campaigns were run this way. A single ad, or a series of similar ads - often

humorous - would saturate the airwaves for weeks or months: The disadvantages of an undifferentiated campaign lie in trying to create a message and presentation that will speak to everyone on some level. When the audience is diverse, the difficulties mount. What white youth will respond to may be very different from what older black people will. Democratic apartment-dwellers may have reactions opposite to those of Republican homeowners. In addition, an undifferentiated message is usually pretty general: The subtleties of the message are lost "This is your brain on drugs. The first time you use them? Your message gets to a broad range of people with a minimum of fuss. You could pinpoint certain segments you want to reach, then conduct an undifferentiated campaign aimed at all those segments.

Changing household demographics (trends) influence consumption patterns: Lower birth rates have led to smaller families People are marrying later or are not marrying at all.

With funding from Coinbase Ventures, Greylock Ventures, and Y Combinator, among others, the team is working to make eCommerce platform middlemen obsolete. Because of the current online shopping landscape, intermediaries such as Amazon and eBay can get away with charging exorbitant fees and commissions to sellers, which, in turn, affect the prices you see as a consumer. Public Market provides an open architecture using blockchain technology to replace the role of these middlemen at a fraction of the cost. Her resume speaks for itself. The Interview Give us the two-minute movie trailer of your life. How did you end up where you are today? I cut my entrepreneurial teeth working in some of the most difficult psychological and operational environments on the planet and toughened my skin by scaling my organization to people over the course of a few years. In the process, I lived up close and personal with the impacts of bad economic policies, hyperinflation, and the intimate connection between poverty and war. As I got older, I got wiser about my work to economically empower people and create more just economic systems. I wanted to do work that could address the true systemic issues at the root of poverty. Thus, my next venture was to build Simbi, an alternative economic system that runs entirely on its own currency. Simbi helps those who struggle in the dollar-based economy to turn their excess capacity into real economic value. That work is super important, but ultimately is an uphill battle against the incredible economic disempowerment we are seeing in our country due to runaway corporatism and monopolistic wage pressure. Once I got into blockchain, I realized that we may finally have the tools to change the game. If we can rebuild our economic infrastructure in a way that is fair, non-extractive and price-optimized, there is a fighting chance we can reverse the horrific advancements of wealth inequality and plutocracy that we are currently witnessing worldwide. Ultimately, my background in creating consumer web products, combined with my training in economics and game theory, led me to create Public Market. Describe Public Market in your own words. What are the attributes that set the platform apart from competitors? Public Market is a commission-free eCommerce marketplace where buyers can buy the same products from the same sellers that they would otherwise purchase on Amazon or eBay or other private marketplaces. We do this through an open data protocol that pools and makes public the third party inventory that marketplaces like Amazon keep proprietary. Our mission at Public Market is to restore the commercial commons. Public Market is the Amazon of the Web3 era. Your flagship application is launching with millions of products already available. What was your strategy in making that possible? Public Market aims to be the best and highest-utility consumer product that the blockchain space has yet to see. We knew that to really provide value to buyers, we had to make tons of products available for them to purchase as early as possible. So our team spent the last 18 months building our product and our professional merchant partnership strategy to ensure our users can find the products they already buy on major marketplaces. Public Market Flagship Product Interface By partnering with professional merchants “ in some cases the largest third-party merchants that transact on eBay and Amazon ” Public Market was able to launch its beta with millions of unique inventory items. Over the next year, our goal is to enable you to come to Public Market instead of Amazon for the majority of your everyday purchases. Tokenization and the End of Extraction, you explain how tokenizing certain systems could help reduce the negative aspects of network effects. How is Public Market accomplishing this? When a platform that benefits from network effects is built around a decentralized tokenized network, no private company needs to profit off the users by extracting fees and data. Token Network Effect Source This is the philosophy on which Public Market is building a commission-free tokenized ecosystem for eCommerce marketplaces. The token creates strategic network effects that enable commission-free selling, competition at the application layer, and economically incentivized buying. I firmly believe that tokenization represents a revolutionary shift in how networks and businesses can be built. Everything will come down to mass adoption. For Public Market, we need to ensure that our message reaches buyers, and our product and value proposition is sufficiently compelling to buyers. From there,

everything else falls into place. For blockchain as a whole, there is not enough focus on what mass audiences need. The big issues to solve will be usability and user experience. The average person is not going to be willing to use clunky, confusing apps. Until those apps get to experience parity with centralized apps, and until they get the value propositions in place that make decentralized apps significantly better than centralized ones, they are going to have a pretty niche audience. Other than financial services and marketplaces, where do you see blockchain technology having the most substantial impact? Blockchain technology can not only help us redistribute ownership, it can also empower communities to write their own rules. Until I really understood these potential implications, I had very little hope for the justice of our economic future. I created the Disruptability Index to advance our understanding. What advice can you give to novice entrepreneurs in blockchain or otherwise? I have three pieces of advice for would-be founders: I started out my entrepreneurial career at 20 years old. My previous jobs were tutoring, filing papers, and cleaning tanning beds. I was ridiculously unprepared to lead a complex person organization working in highly insecure environments. I had to learn everything the hard way, which was often brutal. But it is also the fastest way, and it gave me many of the skills and fortitude I rely on today. Take the unconventional path. My career path has been very non-linear. That has been the result of two things: My superpowers come not from hyper-focused depth in one field, but from cross-disciplinary learnings in many different environments and industries. Both approaches are legitimate, but I tend to believe that a diverse experience set is the most valuable for entrepreneurship and management. For some its race or gender, for others its growing up in a bad environment or being afraid of public speaking. We all bear our own crosses. What does the success of Public Market look like to you? Public Market will have taken the monopoly out of online commerce. We will be a household name that has become synonymous with the transformative power of the web3 era. Thank You Thank you, KJ, for taking the time to chat with us. We look forward to the Public Market public launch and wish you the best of luck!

Chapter 6 : How technology is changing marketing | Media Network | The Guardian

Module 3: Household Marketing. Social marketing is fueled by experimentation, gathering evidence, altering programs, and disseminating the information universally so that it can be absorbed and applied by other companies.

Household Marketing Social marketing is fueled by experimentation, gathering evidence, altering programs, and disseminating the information universally so that it can be absorbed and applied by other companies. These case studies of household marketing experiences reveal some of the main challenges that social businesses run into, and provide lessons for future marketers. Sarvajal Sarvajal is a business that institutes water franchises, serving as a clean water source for rural villages in India at an extremely reasonable cost. In the long term, Sarvajal has plans to create a well-established reputation for itself, hoping that eventually whenever a person sees a blue drop, they will immediately associate the symbol with high quality water and affordability. First of all, since the majority of residents already think of water as being a free, public good, the idea that they would now start paying for it was a novel and confusing one. It must be explained to them that water levels have gone deeper, and visuals showing the contamination levels of water can assist in these demonstrations. It is also important to remember that India is a diverse nation, and not all businesses are operated in the same way. There are discrepancies between the problems faced by Northern Gujarat a more rural area, versus Southern Gujarat a more industrialized zone. Also, different areas have different customs, and it is imperative to remain sensitive to all local traditions and beliefs. First of all, there was a lack of a comprehensive clean water system, for drinking and washing hands. Unfortunately, while both products are extremely successful in terms of popularity and health advantages, they do not offer employment opportunities or revenue for consumers. The product Anza created is comprised of recycled car tires and jerry cans converted into a cart and water roller. Whether it is with our water roller, solar cooker, tip-taps, or new innovations, we hope to sustain a business that will create the products to help people pull themselves out of poverty, clean up the environment, and change the world. The alliance is founded on the idea that many poor individuals would succeed greatly as entrepreneurs, but they do not have access to startup funds and the bank refuses to grant them loans. The business strives to offer inexpensive drinking water to poor communities via public drinking fountains or cans. The first three are comparable to a traditional business structure, while the last two are specifically applicable to social business models. For example, with Grameen phones, Telenor had no past involvement with developing markets, while the Grameen Group lacked the knowledge to establish a wireless network. Dynamic partnerships like these are extremely industrious. For example, Grameen Danone established its first plant in Bogra serving families within a 30 km radius and observed the outcomes before immediately implementing them everywhere else. However, Telenor would not sell its shares, which created conflict within the business. For example, in order to sidestep the disagreement described in Lesson Five with Telenor, Grameen Danone created an official mission statement at the very start of its endeavors. Since the goal is to construct a social business, the model must be adjusted accordingly. Investors must all be supportive of a social profit, not just a financial profit. For example, in an upsurge of milk prices caused difficulty for Grameen Danone to even break even. This caused many to question whether economic objectives or social objectives should be prioritized. Social businesses do not tend to compete with one another, and they can instead learn from mistakes and apply knowledge across a broad spectrum – knowledge that can potentially also be applied to conventional business models. Accessed on 26 July

Chapter 7 : Market value annual change of small household appliances | Italy

Read through the list of changes, and click "Report a Life Change" to get started. Select the kind of change you want to report. Navigate through your application and report any changes to your income, household members, or address; new health coverage offers; and other information.

Choose your location to get a site experience tailored for you. Rising affluence is the biggest driver of increasing consumption. Behind the growth headlines is an even more important story: These shifts have big implications for how companies position themselves now. In , we took an updated look at emerging developments, basing it on new research among 10, consumers in 30 locations nationwide. The evolution in consumer behaviors is playing out largely as we predicted four years ago, but, inevitably, new developments, as well as twists and turns, are affecting consumer attitudes and consumption. It presents an assessment of how companies need to adjust their strategies and models to meet shifting circumstances. Within this segment, the urban elite and affluent are fueling most of the growth. By , wealthy urbanites will be responsible for one-third of total consumption. The migration to urban centers is not concentrated in a few cities as it is in countries such as Indonesia or Thailand; nor is urbanization in India occurring as quickly as in China. In India, the population is booming in scores of small cities across the country. Much of this growth will take place in small towns. In terms of consumption expenditures, emerging cities those with populations of less than 1 million will be the fastest growing. We expect emerging cities to see the highest growth in the number of elite and affluent households through . By then, the number of such households will have increased by a factor of more than 2. Consumers in emerging cities behave differently from the big-city consumers. They have a strong value-for-money orientation, significant local cultural affinity, and a more conservative financial outlook. They have high purchasing aspirations but are often constrained by product availability. Emerging cities of similar sizes and growth rates differ from each other and from metropolitan centers in just about all other respects. It would be a mistake to approach consumers in these cities as a homogeneous group. In addition, as the cities grow larger, companies will need to segment further within each one, to identify small areas of opportunity. The best opportunities in major metropolitan areas may be concentrated in a small set of micromarkets, depending on the consumer segment that a company wants to reach. Similar breakdowns can be applied to New Delhi and other major cities. Many attractive micromarkets can be found outside the big metropolitan centers: To identify the real pockets of opportunity, marketers need to apply a sophisticated approach to regional segmentation. As we also noted four years ago, the extended Indian joint family has given way to nuclear households, which we define as a couple or a single person, with or without children.

Spending Patterns Evolve Rising incomes affect spending patterns in various categories differently. Certain categories and subcategories become more or less relevant to consumers as their incomes increase. We have found that the classic S-curve growth pattern does not always hold true and that different categories exhibit very different growth trajectories. The study revealed five broad categories of correlations between rising income levels and expenditures. The categories reflect the following consumption-income relationships: Consumption takes off at a certain income level. Consumption increases linearly with income. Consumption increases slightly with income. Consumption stabilizes after a certain income level is reached. Consumption decreases after a certain income level is reached. A clear understanding of these correlations helps identify a growth trajectory for each of these categories and subcategories. In many cases, historical growth is not a good predictor of the future. For example, mobile-phone sales and mobile internet connections are likely to show disproportionately high growth rates over the next decade as incomes rise quickly. TV sales, on the other hand, increase only slightly with rising incomes, so they are more likely to maintain their historical growth trajectory. Our analysis highlighted three themes. Traditionally, for many consumer categories, increasing market penetration has been the biggest driver of sales growth. But this is set to change as frequency of purchase and spending per purchase occasion rise in importance. There is a shift toward higher-quality, higher-price subsegments within categories, as Indian consumers trade up with greater frequency and enthusiasm. The impact of penetration, frequency, and spending per purchase varies across categories. The

difference is mostly a matter of higher spending per purchase; differences in product penetration and purchase frequency are not significant. Or take eating out. Elite and affluent householders spend 35 times and 13 times more, respectively, than strugglers in this category. All three factors contribute: Potential for Trading Up in Emerging Cities. Across all income segments, consumers in major metropolitan centers and tier 1 cities those with populations of more than 1 million spend more than their counterparts in other locations. This is true for basic categories such as laundry detergent powder and biscuits and for more discretionary categories such as eating out and the mobile internet. Higher spending levels in big cities are not the result of greater product penetration, as penetration for a given income segment is generally similar across cities. Consumers in big cities, on average, buy more premium products, which leads to higher spending. This represents an opportunity for companies that make more premium products available—and can convince buyers of their value—to boost growth by encouraging consumers in small cities to trade up. For one thing, shopping is becoming more social—involving all family members—and much more frequent, thanks to the rise of online shopping. For another, many consumers are making different buying and tradeoff decisions. For example, immediate gratification is becoming more important than asset creation. Also, the biggest desires of aspirer households used to be to own a house and a car. Today, many more of these consumers want to take international vacations. Similarly, affluent households are becoming comfort seekers, and they are willing to pay for it. Aspirer households are also trading up more frequently in categories such as apparel, buying better brands for everyone in the family. Social media have played a big role. People want to fit in with their peers. At the same time, consumers in numerous basic categories such as biscuits, salty snacks, tea, and kitchen and floor cleaners are far less conscious about the brands.

Profiles of Two Aspirer Households

The evolving circumstances, behaviors, aspirations, and consumption patterns of Indian consumers are evident in a comparison of aspirer class families with whom we spoke during our research for our reports. Shabahat and Nishat Fatima. When we met Shabahat, aged 39, his wife, Nishat Fatima, 30, and their two children, 11 and 9, in , Shabahat was a secondary school teacher and Nishat Fatima, a housewife. Their consumption expenditures broke down as follows: Shabahat and Nishat Fatima shopped mainly in local shops and at the bazaar. The family had high aspirations for the future. Shabahat was looking for better job opportunities in other schools. His dream was to buy his own house and furnish it according to his own tastes and preferences rather than those of his parents. Shabahat and Nishat Fatima also hoped to buy a car and trade up to better brands of clothing. Abhishek, 35, his wife, Radhika, 32, and their two children, 8 and 6, were living in their own free-standing house in the Nizamuddin West area of New Delhi. Abhishek was working as a manager in a pharmaceutical company; Radhika was a housewife. The shares of spending on clothing, housing, and health care were about the same, but the amounts were higher because of their higher income. Within categories, their spending patterns were different from those of Shabahat and Nishat Fatima. In , the discussion with Abhishek and Radhika covered a wide range of brands for apparel and footwear that they had considered, or bought, for the entire family and not just for their children. Similarly, in , Abhishek and Radhika were doing much more of their shopping at branded stores and a premium grocery chain. Abhishek and Radhika hope to visit exotic locations for vacations; they especially want to visit Switzerland in the coming years. This is true for all manner of urban and rural consumers. The composition of the user base is also changing. Most of the digital focus to date has been on urban users, but rural areas will see much of the action for the rest of this decade. We expect that more than half of all new internet users will be in rural communities and that rural users will constitute about half of all Indian internet users in . Users are older and more mature. Companies need to consider three aspects of rising digital penetration and its increasing influence on consumption patterns. Online spending is taking off. In the past three years, the number of online buyers has increased sevenfold to 80 million to 90 million. Continued growth in internet penetration and rising e-commerce adoption will drive further growth in the number of online buyers. Multiple factors are behind the rising adoption of e-commerce channels. These include the strong value proposition offered by online merchants, proliferating payment platforms, strengthening delivery logistics, and significant financial investment in the sector. On the basis of these and other factors, we anticipate that the number of online buyers in India will climb to million to million by . In terms of value, online commerce is still a small portion of total

retail sales, but it is growing fast. Discounts are another popular feature for more than half of online shoppers especially lighter online shoppers , and availability and assortment of merchandise are important to more than one-third. Trust in showrooms remains the biggest barrier after basic access to shopping online, followed by difficulty in website navigation and fear of fake products. Already, a rising number of consumers in all segments are using the internet as their first port of call in framing and driving their purchase decisions. This number varies among categories of products and services, but it is on the rise everywhere.

Chapter 8 : She-economy » MARKETING TO WOMEN QUICK FACTS

Assignment Help >> Marketing Management The American population is changing and these changes will impact the marketing strategies of all companies. Using the readings for this module, in the University online library resources, and the Internet, complete the following.

Grow How Marketing Has Changed and Why It Matters Ten years ago, people went to one or two websites when looking for a product, and made a decision based on that information. Today, however, the information available about products is almost endless. Getty Images Ten years ago, people went to one or two websites when looking for a product, and made a decision based on that information. In the past, companies had more power to convince and reason with customers with regards to purchases. Sales people were trusted, and a speaking to a company directly was considered a logical step in making a purchase. Today, however, customers are able to locate most of this information before ever speaking with the company. This makes sales and outreach more difficult for companies; how do you sell to a customer who already has all of the facts? Thus, marketing to our customers is more difficult than it once was. Traditional strategies like cold calls, cold emails, snail mail, and trade shows have much less of an impact. The bad news for marketers is that much of their campaign budgets are going to waste. The good news is that there is an entire set of new strategies available for marketers who want to get an edge over the competition. Here are a few of the strategies and ideas to keep in mind in order to pivot our marketing strategies so that they stay effective even with the change in customer behavior. This is where adding value comes in handy. If you can start a dialogue with your customer then a sale can follow naturally. Adding value is a great starting point. Everyone appreciates value, including your customers. There is a seemingly endless influx of ads, marketing content, and other noise that floods our Twitter newsfeeds and covers our Facebook home pages. To get yourself seen amongst the crowd, be unique. Be interesting, genuine, and captivating. Never forget that engagement comes first - purchasing comes second. People and customers operate in a multi-channel world, and your marketing should too. Old marketing techniques that utilize email and calls exclusively are obsolete. Make sure to leverage LinkedIn, Twitter, Facebook, and other channels to reach customers. The best way to achieve the highest ROI on your marketing campaigns is to examine the data. This way you will be able to test whether certain ads, blog posts, or content are generating real traffic and driving purchases. Without analytics you are essentially shooting in the dark. If you want your customers to see you, then you need to be seen. Thus, your SEO is critical for customer outreach and acquisition. Focusing on using keywords in the right places, leveraging the right outlets, and connecting back to your homepage are good ways to start with SEO. At the end of the day, your focus should not be on your product: Make sure to market and sell based on the specific needs of the customer--not just your needs as a company. Allow your marketing campaign to be swayed based on insight you gather from your potential buyers. Feb 19, More from Inc.

Chapter 9 : Downsizing Globally: The Impact of Changing Household Structure on Global Consumer Markets

If you don't report the household income changes very soon, you may have to pay money back when you file your income taxes. We've just improved the way you update your annual household income on your Marketplace application, so it's easier than ever.