

HIA - Marketing Management - Segmentation, Positioning, and Targeting

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Any marketing framework is successful because of the researcher's ability to create variables to distinguish a consumer's performance in the marketplace, which is critical in a foreign market. It is important to note that such variables are not only socio-economic or demographic characteristics (Kotler & Keller, 2009). However, this does not imply that demographic variables are less important, because they have been widely accepted. They also easily relate to consumer quantification and classification. Notwithstanding their importance, however, demographics are questionable because they lack the richness that subsequently requires additional data supplementation. For this reason, Gonzalez and Bello, (2000) posit that is lifestyle an aspect of social class, in an effort to add more depth to demographics.

According to Gonzalez and Bello (2000), the lifestyle segmentation concept is useful for both marketing and advertising planning. Lifestyle is defined simply as the way people carry out their lives (Kucukemiroglu, 1998). However, in marketing, lifestyle often describes people's behavior, as well as how a small group of individuals behave. Furthermore, lifestyle in marketing can be descriptive of the behavior of a small group of individuals interacting, as well as large groups of people, for instance, market segments primarily purposed to form potential consumers. This implies that the lifestyle concept, as perceived by Gonzalez and Bello, is seen as that which represents a set of distinct ideas that define personality. Lifestyle in this vein relates to the economic levels of individuals or how they spend their resources, which includes money, time, and allocation preferences. Gonzalez and Bello, (2000) postulate that marketing considers the lifestyle concept on four different fronts, which are 1) marketing considers how people spend their time; 2) marketing considers how people view themselves and the surrounding world; 3) marketing considers individuals' interests and the importance people place on their immediate surroundings; and 4) marketing considers basic demography characteristics.

The authors suggest the approach most likely embraced in measuring lifestyle is derived from the concepts of activities, interests and opinions (AIO). To support this approach, the authors focus on a specific nature of beliefs, preferences, and opinions. This can allow market researchers to make predictions about behavior, which enables them to identify predispositions. As such, the modern concept of attitude is formed by AIO. This suggests an efficient state of a person connecting to his or her likely behavior when being influenced by single or varied/multiple stimuli. Activities mainly relate to a concept in relation to how individuals use available time (Gonzalez and Bello, 2000). A person may be obligated to an activity or may perform an activity out of necessity in his or her daily life.

In conclusion, this paper aimed at making an assessment of the thesis of Gonzalez and Bello, (2000), regarding the construct lifestyle. It analyzed the authors' argument using a funnel approach, by first presenting shortcomings in the demographic approach to market research as well as how the lifestyle approach was better positioned to resolve demerits of the demographic approach. The paper also assessed the major principles inherent in the lifestyle approach, which are activities, interests, and opinions.

### References

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