Sistemi di Marketing e Ambienti:

Segmentazione e Targeting

Segmentazione e Target Market Strategy

Case study:

Using a consumer-segmentation approach to make energy-efficiency gains in the residential market
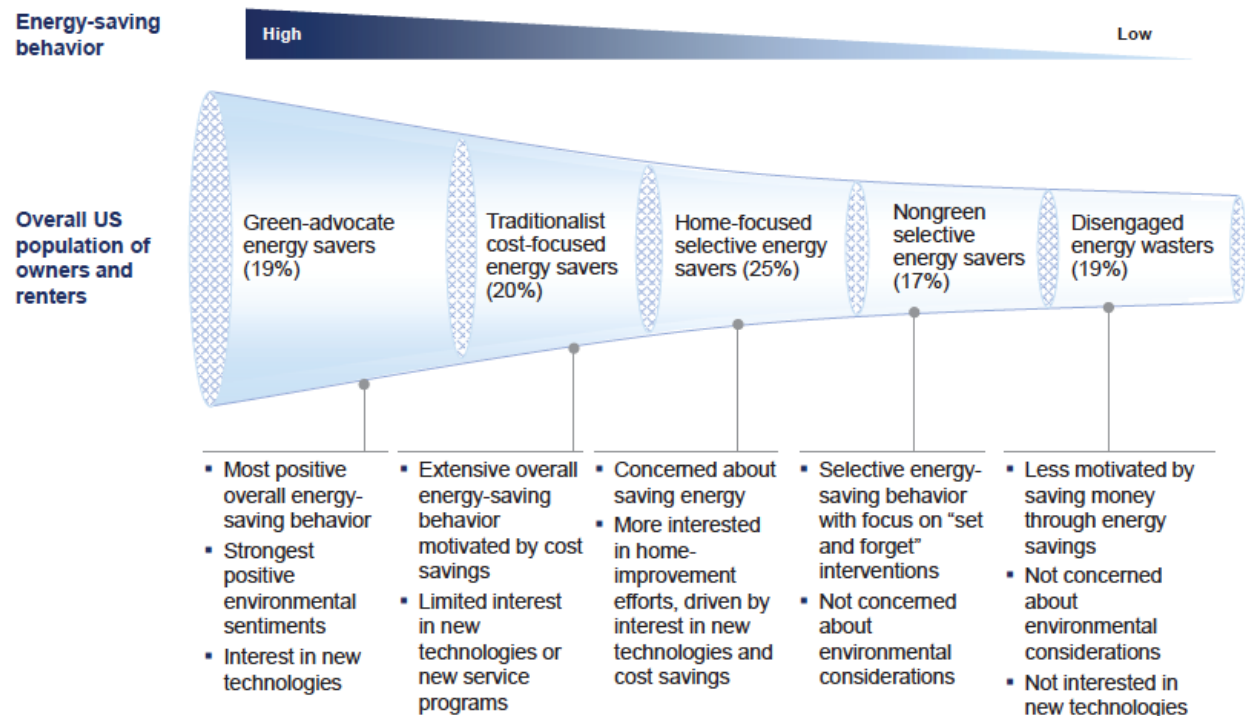
Questions:

1. What are the variables that the case used to segment the market?
2. Based on the characteristics of each segment, what segment strategy could you suggest?

Exercise - Segmentation

- Read the case of customer segmentation on energy efficiency.

- What are the variables that the case used to segment the market?

- Attitude
  - Awareness
  - Sentiments
  - Interests

- Behavior
  - Energy saving
  - Money saving

Energy-saving behavior — High ... Low

Overall US population of owners and renters

Green-advocate energy savers (19%)	Traditionalist cost-focused energy savers (20%)	Home-focused selective energy savers (25%)	Nongreen selective energy savers (17%)	Disengaged energy wasters (19%)
▪ Most positive overall energy-saving behavior ▪ Strongest positive environmental sentiments ▪ Interest in new technologies	▪ Extensive overall energy-saving behavior motivated by cost savings ▪ Limited interest in new technologies or new service programs	▪ Concerned about saving energy ▪ More interested in home-improvement efforts, driven by interest in new technologies and cost savings	▪ Selective energy-saving behavior with focus on "set and forget" interventions ▪ Not concerned about environmental considerations	▪ Less motivated by saving money through energy savings ▪ Not concerned about environmental considerations ▪ Not interested in new technologies

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Exercise - Segmentation

- Based on the characteristics of each segment, what segment strategy could you suggest? i.e. what marketing actions could be planned according to the understanding obtained from segmentation?

- **Communication**: how to effectively convince the consumers to adopt energy-efficient product?

- Smart-plug:
  - Green advocates: eliminating energy waste
  - Cost-focused, home-focused, selective saver: using smart-plug doesn't affect your life in any way, except a lower energy bill

Exercise - Segmentation

- Based on the characteristics of each segment, what segment strategy could you suggest? i.e. what marketing actions could be planned according to the understanding obtained from segmentation?

- **Product/service development**: how to design and/or bundle products/services to meet a particular segment's need?

    - Team with home-improvement stores to serve better the home-focused selective energy savers.
    - Simplify product design and usage to address the non-green selective energy savers.

After Segmentation…

- The strategic objective of segmentation is to develop marketing strategy that is the most suitable for a homogeneous group of customers.

- However, it might not be convenient or feasible to develop a strategy for each of the segments identified.

- Therefore, you will need to choose your target segment(s) on which to focus your efforts.

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