

# Strategic i-Marketing Research In Practices



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# What is Market Research?

*“Market Research is one of the most useful tools in business, the way in which organizations find out about what their customers and potential customers need, want and care about.”*

**The UK Market Research Society**



**Approach**

**Tools**

**Sampling**

## Approach

### ■ Primary Research

- Collection of **first-hand** data for a specific purpose

### ■ Secondary Research

- Collection of data that **already exist**

## Tools

## Sampling

- Research designed for a specific purpose and specific client, and conducted as a **one-off** study
- Research carried out with a **continuous** basis
- Information **held by the company**,
  - e.g. Past surveys, service record, database etc.
- Information from **external** sources
  - e.g. Research reports from other companies, surveys held in business libraries etc..

Approach

Tools

Sampling

Mixed-Method

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graph LR; A[Approach] -.- M[Mixed-Method]; T[Tools] -.- M; S[Sampling] -.- M; style T fill:#6a3d9a,color:#fff
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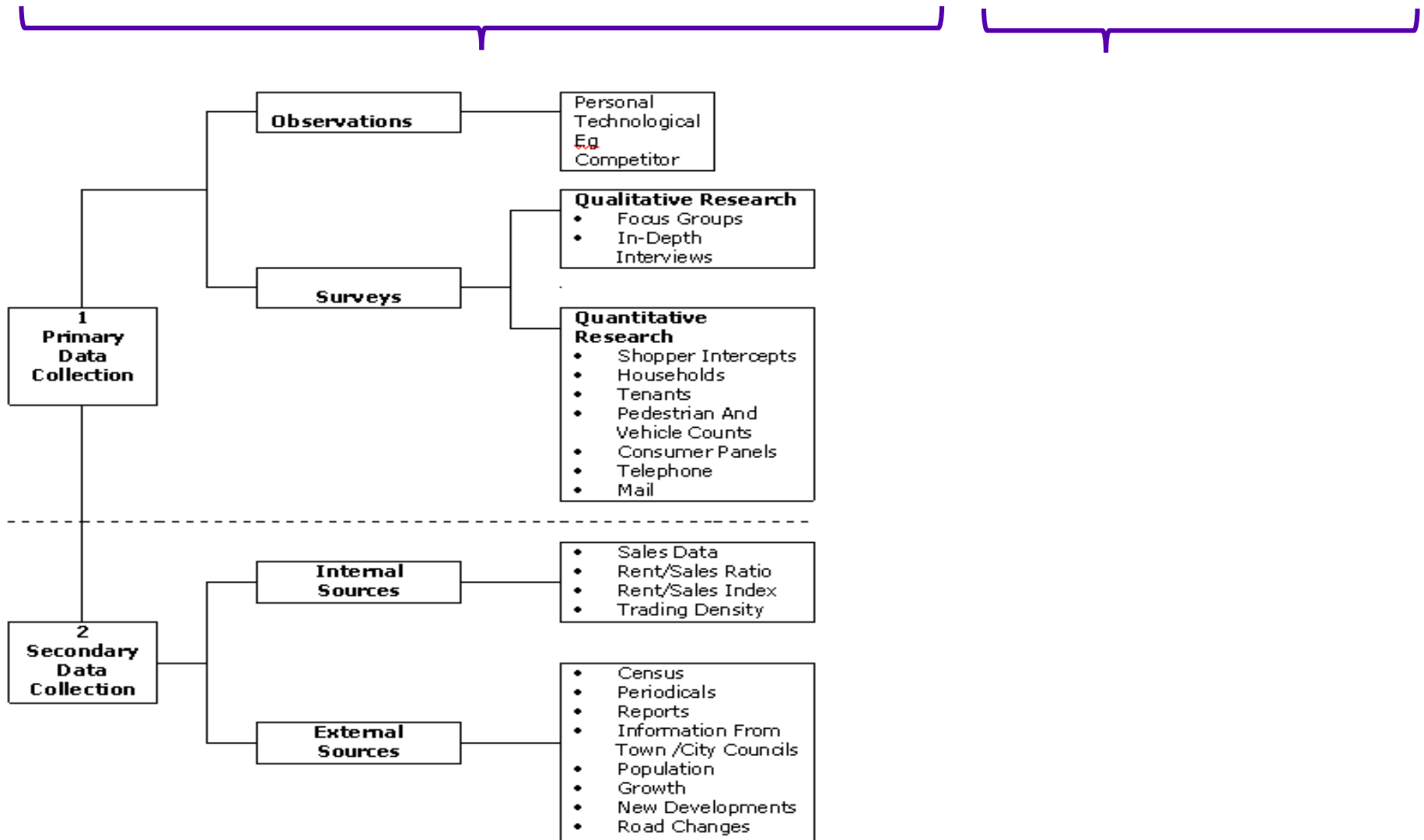
Approach

Tools

Sampling

## ■ Sampling

- To choose **the section of population** for the research



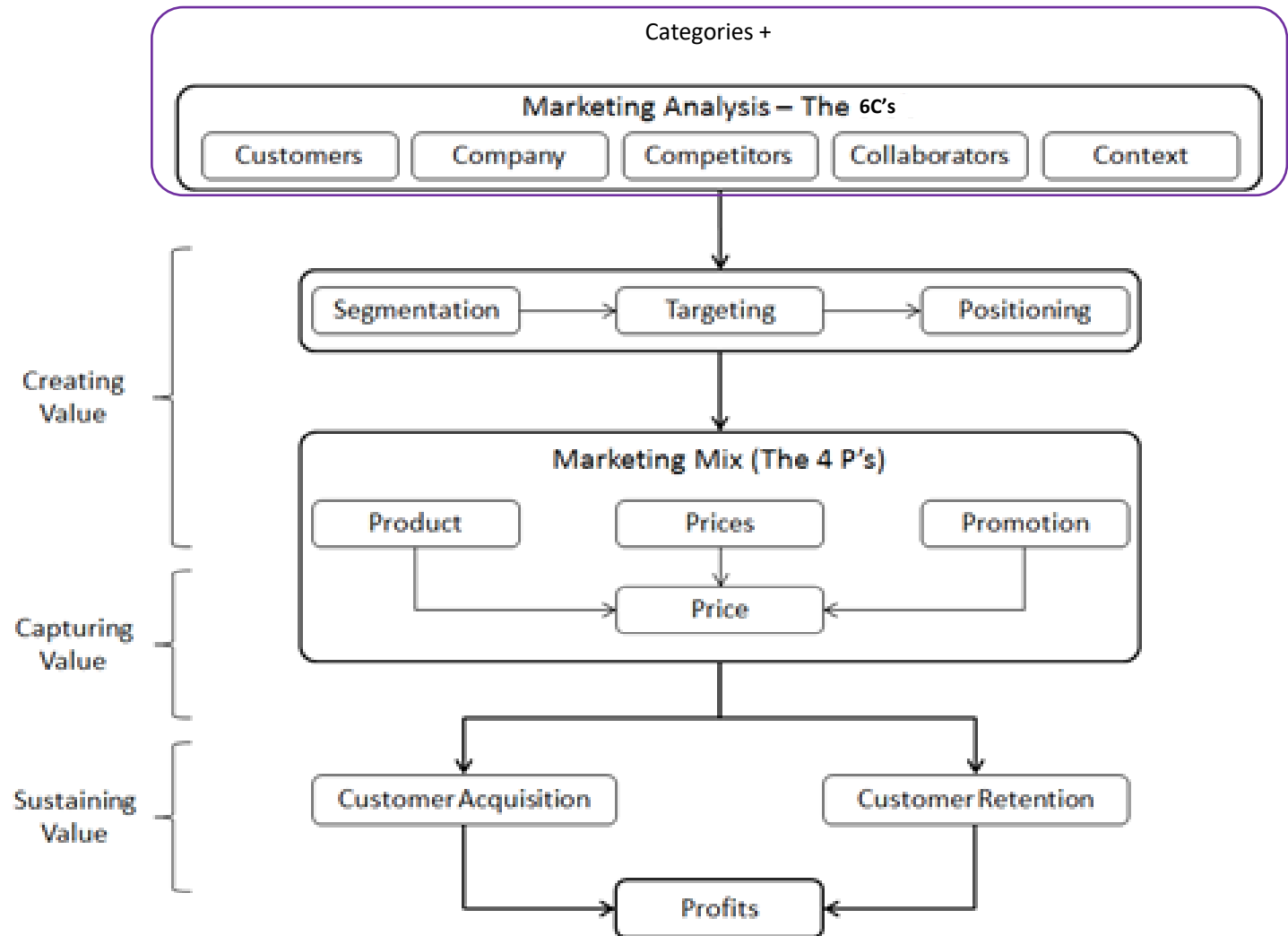
# Strategic Marketing in the New Age

## Landscape Analysis

## Strategies

&

## Executions

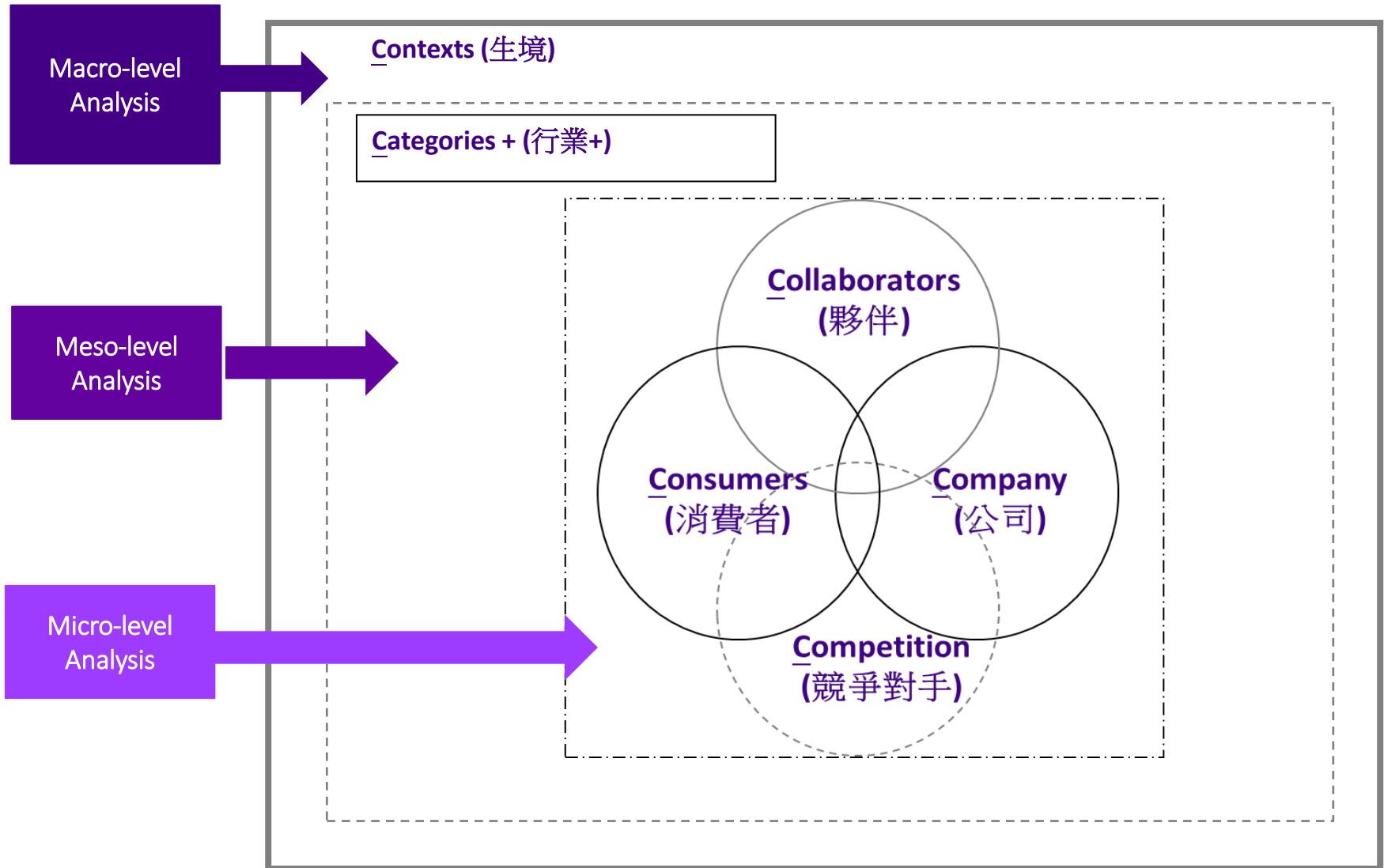




# The Purple Oceans 6C's Landscape Analysis Framework

## The Purple Oceans 6C's Landscape Analysis Framework ®

凌羽一博士 Dr Jeffrey Phoenix Hui ® (2007, 2014)



**Consumers**

# Needs, Wants and Demands

- **Needs:**

- States of felt deprivation.
- “Needs” include basic physical needs for food, clothing, warmth, and safety; social needs for belonging and affection; and individual needs for knowledge and self-expression.
- Marketers did not create these needs; they are a basic part of the human makeup.

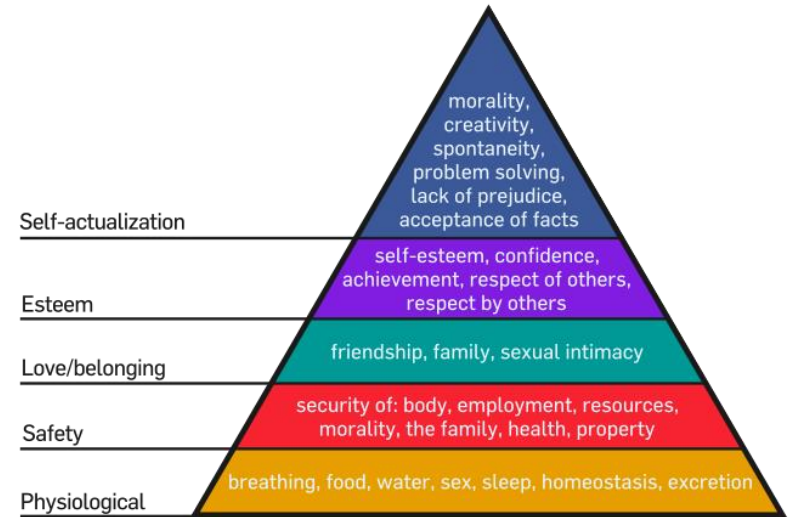
- **Wants:**

- The form human needs take as they are shaped by culture and individual personality.
- An American needs food but wants a Big Mac, French fries, and a soft drink. A person in Papua New Guinea needs food but wants taro, rice, yams, and pork. Wants are shaped by one’s society and are described in terms of objects that will satisfy those needs.



# Maslow's Hierarchy of Needs

- Abraham Maslow sought to explain why people are driven by particular needs at particular time. His answer is that human needs are arranged in a hierarchy from most to least pressing.
- Chinese wisdom
  - 【汉语文】 仓廩实而知礼节，衣食足而知荣辱
  - 【汉语释义】（百姓的）粮仓充足才能知道礼仪，丰衣足食才会知晓荣誉和耻辱



Mazlow's Hierarchy of Needs

# 家庭生命週期與購買行為



## 單身階段

- ▣ 財務負擔輕
- ▣ 流行的意見領袖
- 簡單傢具、衣服、吸引異性的行頭、度假

## 新婚夫婦

- ▣ 購買最頻繁
- ▣ 耐久財購買多
- 汽車、傢具、度假、人壽保險



## 滿巢期I

(最小小孩六歲以下)

- ▣ 家庭夠買的巔峰
- ▣ 流動資產低
- ▣ 對新產品廣告敏感
- 洗衣機、乾衣機、嬰兒用品、玩具、居家護理產品、維他命、休閒車

## 滿巢期II

(最小小孩六歲以上)

- ▣ 財務狀況較佳
- ▣ 較不受廣告影響
- ▣ 喜歡大量採購
- 食品、清潔用品、自行車、鋼琴、兒童語言課程



## 滿巢期III

(最小小孩六歲以下)

- ▣ 財務狀況較佳
- ▣ 不受廣告影響
- ▣ 部份子女已工作
- ▣ 耐久財購買力最高
- 風格傢具、非必要的家電、牙醫、雜誌、儲蓄型保險

# 家庭生命週期與購買行為

## 空巢期I

(子女離家，父母在工作)

- ❑ 房地產擁有高峰
- ❑ 儲蓄額高峰
- ❑ 對新產品不感興趣
- 奢侈品、度假、家庭修繕產品、自我教育、贈禮品



## 空巢期II

(子女離家，父母已退休)

- ❑ 收入下降
- 醫療電器用品、保健用品、宗教用品、老人院、墓地或靈骨塔



## 鰥寡獨居I

(仍在工作)

- ❑ 收入仍佳
- 可能賣房子



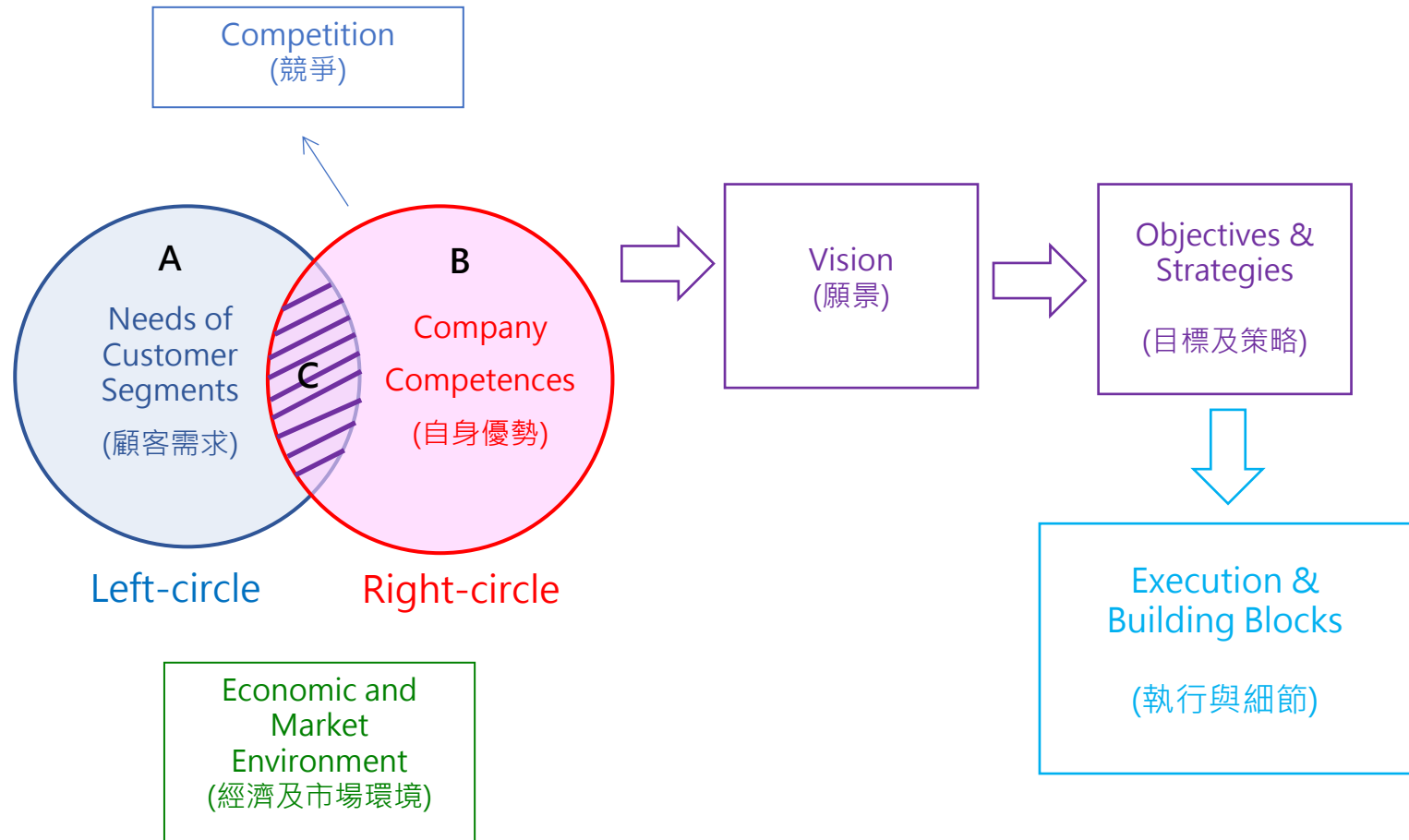
## 鰥寡獨居II

(已退休)

- ❑ 收入下降
- ❑ 需要照料關心
- 醫療電器用品、保健用品、宗教用品、老人院、墓地或靈骨塔



## Left-Right Circles Theory – 1



# Who are my LCs?

## WHO?

Universe (宇宙人口)

Strategic Targets (STs)  
(策略性目標)

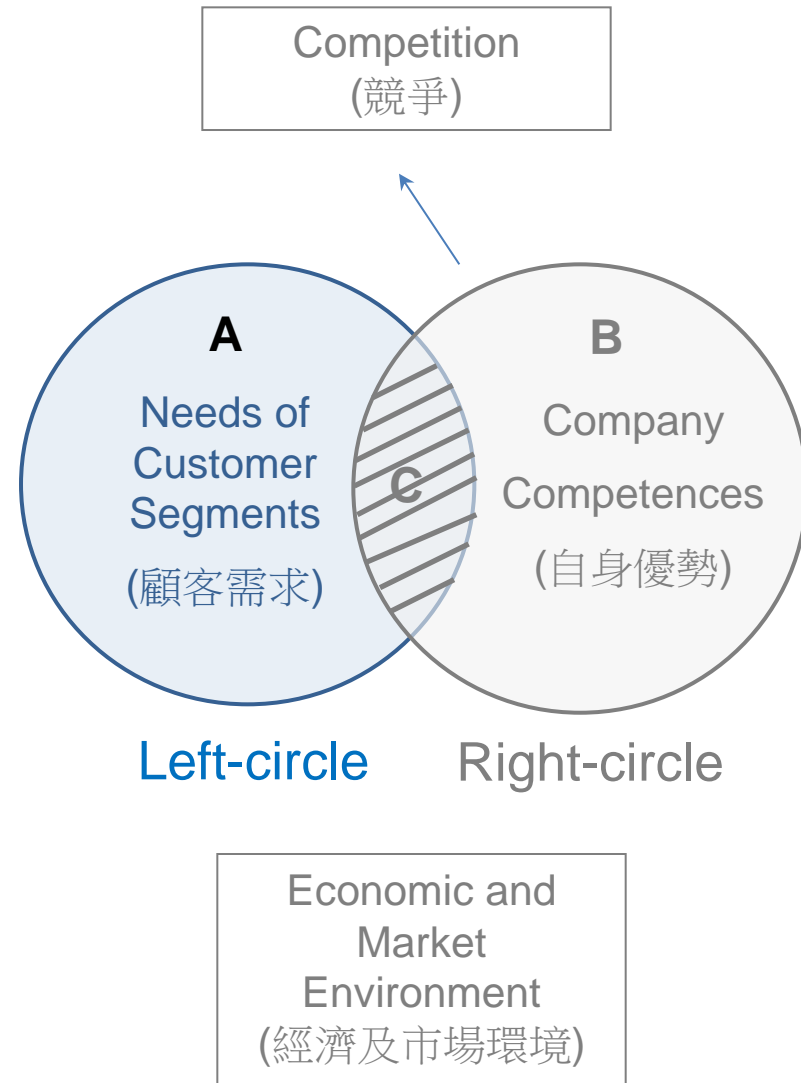
PP

Prime  
Prospect(s)  
(PPs)  
(黃金顧客群)

Category  
Level  
(行業層面)

Brand  
Level  
(品牌層面)

Campaign  
Level  
(方案層面)

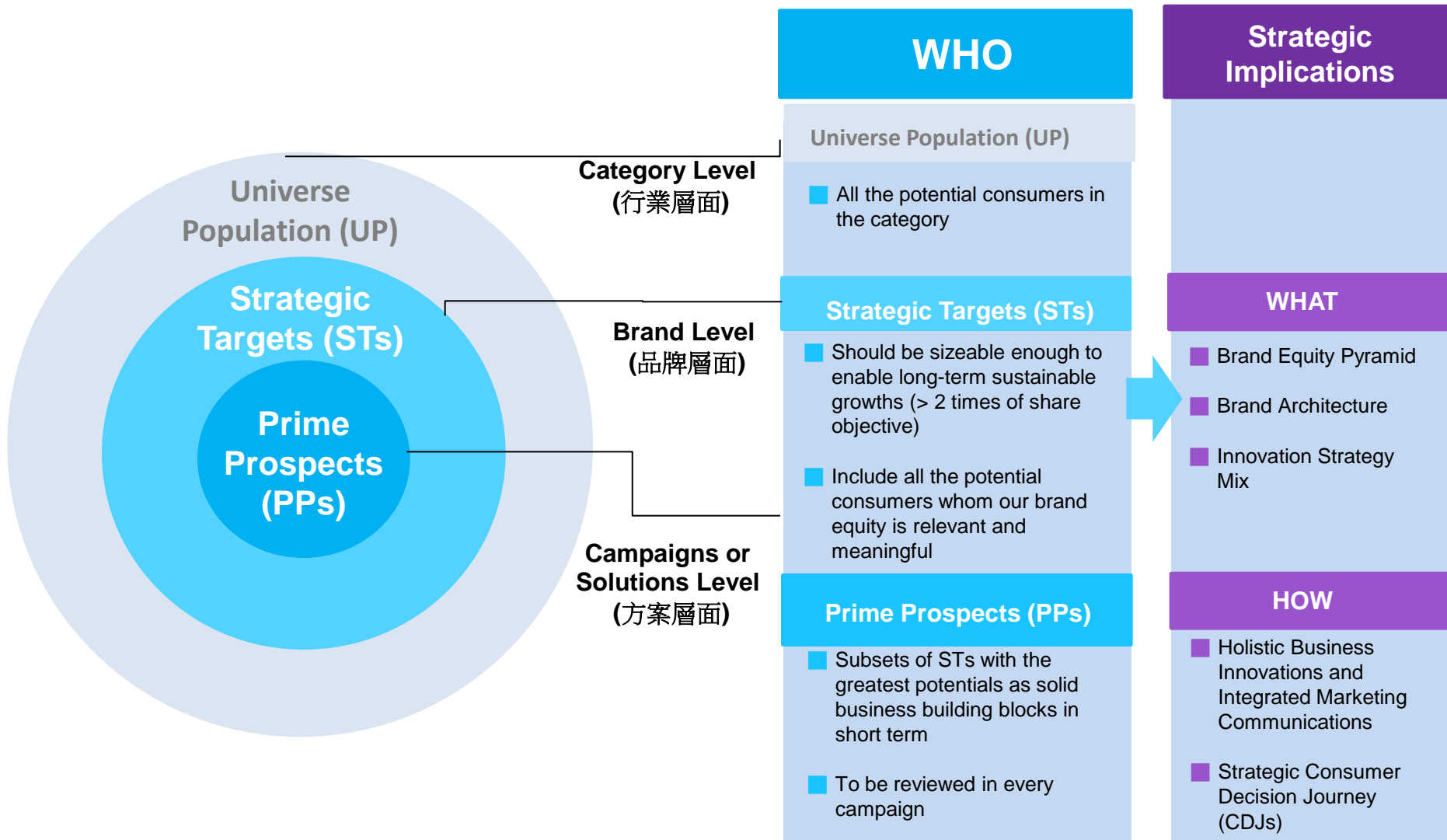




# WHO

*Universe Population (UP)*  
*Strategic Targets (STs)*  
*Prime Prospects (PPs)*

## !!! Consumer is BOSS !!!



# Strategic Consumer Profiling

## In the OLD DAYS...

- ☐ Psychographics
- ☐ Demographics
- ☐ Lifestyles
- ☐ Habits & practices
- ☐ Price/value perception



## In the Digital Age...



## Pain Points

### Jobs-To-Be-Done (JTBD)

Functional

Emotional

- Personal
- Social

Consumer Decision Journey (CDJ)

Key Life Events (KLEs)

Cultural & Sub-cultural



## 4 New Moments Every Marketer Should Know

Consumer behavior and expectations have forever changed. With powerful phones in our pockets, we do more than just check the time, text a spouse, or catch up with friends. We turn to our phones with intent and expect brands to deliver immediate answers. It's in these I-want-to-know, I-want-to-go, I-want-to-do, I-want-to-buy moments that decisions are made and preferences are shaped.



In many countries, including the U.S., more Google searches take place on mobile devices than on computers.<sup>1</sup>



### I-want-to-know moments

65%

of online consumers look up more information online now versus a few years ago.<sup>2</sup>

66%

of smartphone users turn to their phones to look up something they saw in a TV commercial.<sup>3</sup>



### I-want-to-go moments

2X

increase in "near me" search interest in the past year.<sup>4</sup>

82%

of smartphone users use a search engine when looking for a local business.<sup>5</sup>



### I-want-to-do moments

91%

of smartphone users turn to their phones for ideas while doing a task.<sup>6</sup>

100M+

hours of "how-to" content have been watched on YouTube so far this year.<sup>7</sup>



### I-want-to-buy moments

82%

of smartphone users consult their phones while in a store deciding what to buy.<sup>8</sup>

29%

increase in mobile conversion rates in the past year.<sup>9</sup>

#### Sources

1 Google internal data, for 10 countries including the U.S. and Japan, April 2015.

2 Consumers in the Micro-Moment, Wave 2, Google/Ipsos, U.S., May 2015, n=1,005, based on internet users.

3 Google Consumer Surveys, U.S., May 2015, n=1,243.

4 Google Trends, U.S., March 2015 vs. March 2014.

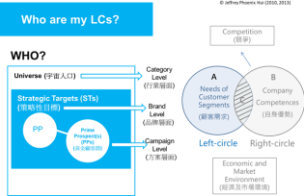
5 The Consumer Barometer Survey 2014/2015, U.S., n=1,000, based on internet users.

6 Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users.

7 Google Data, North America, January 1–May 5, 2015, "How-to" video classification based on public data such as headlines, tags, etc., and may not account for every "how-to" instructional video available on YouTube.

8 Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398, based on internet users.

9 Google Analytics aggregated data, U.S., April 1–14 2014 and April 1–14 2015.



Brand: \_\_\_\_\_

Category (+): \_\_\_\_\_

Date: \_\_\_\_\_

Draft: \_\_\_\_\_

	Strategic Target (ST)	Prime Prospect 1 (PP1)	Prime Prospect 2 (PP2)	Prime Prospect 3 (PP3)
Segmentation Criteria				
	(x2)	(x1)	(x1)	(x1)
Estimated Size of Prize (# of people)				
Estimated Size of Prize (\$\$\$ per annum)				
Pain Points				
Jobs-to-be-done (JTBDs)				
Persona (Figureheads; traits)				

# Who might be our consumers?

## Prime Prospects

ST&PP	Straregic Target(ST)	Prime Prospect 1	Prime Prospect 2	Prime Prospect 3
Segmenttation Criteria	value-for-price wedding	25-29 traditional wedding executor	30-40 easy process of wedding	25-29 fashionable young generation
Pain Points	Compared with holding a luxury wedding, they prefer spend more on honeymoon, housing,etc.	Have to complete this milestone of life.	They view it unwise to spend too much time and effort to hold a complecated wedding.	They seek for an unquie and unforgetably wedding experience.
Jobs-to-be done	Provide value-for-price wedding service	Better service performance than the traditional restaurants	Experienced wedding execution	Customized wedding plan
Persona	People who seeks for particular wedding scape	Wedding before age 30, hold the traditional value of marriage	Busy business people[especially the finance field]	24-30 fashionable young generation



# !!! Stay in Touch !!!



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編輯個人檔案



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