

Walmart: Segmenting Social Impact

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1. Market Segmentation 2. Making Process 3. Digital Footprint
4. Trend Analysis 5. Market Fit appeal 6. Legal & Ethical

Viking & Cintiki

Market Segmentation

2. Trends Analysis

3. Making

4. Maslow's hierarchy & focus of appeal

1. Physiological Needs

2. Safety Needs

3. Belonging Needs

4. Esteem needs

5. Self-Actualization

2.1 The gap of buying decision process

4.2 Focus Appeal

Cintiki

Latent Needs - Graduation Trip

Drive - Personalized music

Wipe - Wipe away dirt & stains

Goat - Best package as result of phone call

Viking

Viking Latent Need: Viking Prestige Dining

Drive - Food is high quality

Word - Depending on the travel time & price

Goal - Smart goal - Customer will not forget from taking travel time for Walmart style dining between driver time of 7:30 - 8:30 by their Viking Trip

Behaviour - Enjoy dining

6. Legal & Ethical

Ethical Obligation

Privacy

Legal

That's all Folks!

5. Consumer digital Footprint & Roles

5.1 identify consumer footprint for the journey

5.2 Feedback



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Menu

*1. Market Segmentation 3. Making Process 5. Digital Footprints
2. Trend Analysis 4. Maslow & Focus appeal 6. Legal & Ethical*

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Market Segmentation Viking & Contiki

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Demographic & Behavioural

	Viking	Contiki
Age	Mainly 50+ years	18-35 years
Income	US 3000-10000 /M	US 1000-5000
Social Class	Middle class	Student /Worker
Nationality	UK, USA	Brits/Americans
Education	College/ University	Senior school/ University
Benefit sought	Exploration/ Experience	Adventure/ variety of choices
Occasion	Holiday	Holiday
User State	Regular & potential	Irregular & first time

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Viking
 Old married
 Young married
 In term of sharing & interacting

Life, family stage & impact

Contiki
 Young single
 young marrieds
 no children
 Enjoying the trip in discovering
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Viking
 The freedom to create journeys
 You unique view of the destinations you are visiting

Value & Beliefs

Contiki
 Travel no regard/ special experience
 Variety of choices personalize & flexibility

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2. Trend Analysis

- Contiki
 - Young people being
 - Self-satisfaction
 - Be a adventures
 - Meeting new friends
- From now Contiki is some new locations young people

3. Making Process

- Viking
 - High level
 - Families for planning the most important factor is cost
 - Service with middle class or rich class

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social experience





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2. Trends Analysis

Viking

Cruises Line Industry Association (CLIA) mentioning that cruises buyer:

- 50Years Old or above
- Family
- 62% of cruisers were repeat customer
- 3.8 trips on average

- Viking case need to improve the competitiveness to suit the overall market, it may increase the sale

Contki

- Young people being more independence
- Self-satisfaction
- Be a adventures
- Meeting new friend and culture

- From now Contiki may need to develop some new locations & service to suit the young people

3. Making

Process

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Viking

- High level
- Families for planning the most important factor is cost
- Service with middle class or rich class

Another Reasons

- Security
- health concerns
- Cruise environment
- Sight- seeing opportunities

The family needs to care their children so need to consider the factors of the species to meet their family & money to plan a satisfactory travel plan.

Contiki

- Low level
- Younger generations (include Millennial)
- Student Worker

Another Reasons

- Don't have too much consider the trip
- Travel want to Relaxation & Exploration
- Teenagers like to do improvisation activities

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3.1 High or Low involvement

3.2 The stage of buying decision process

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