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### CLUES REPORT

- 760 surveys (including face to face or by video conference) of Chinese consumers  
 - 18-35 years old age  
 - All participants either owned a laptop or interested in purchasing one  
 - Asked to rate laptops on specific characteristics  
 - Quantitative Data

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### SIX CHINESE LAPTOP USER SEGMENTS:

- Entertainment Lover
- Business Focused
- Family User
- Tech Enthusiastic
- Fashion Oriented
- Heavy User

### PROJECT COMPASS

- Cross company and Cross National  
 - Understanding of consumers globally  
 - Worldwide segmentation  
 - 4,000 participants from Japan, The United States, Canada, The UK, France, Germany, China and Russia.  
 - Face to face or Internet based interviews  
 - Quantitative data  
 - 18-35 years old of age  
 - Used or interested in tv, computer, digital camera, DVD player or audio system

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### SIX GLOBAL CONSUMER SEGMENTS:

- Technosocializers
- Performance Seekers
- Status Focused
- Unfussy Basics
- Functional Socializers
- Quality of Lifers

### WHY THIS CASE?

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### GLOBAL IMAGE OF VIAO AND SONY

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- VIAO focused on being innovative
- available in different colors
- image-conscious
- stylish
- light and smaller



### CHINESE LAPTOP CONSUMERS

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As they adopted their digital habits to gain understanding of the market, they discovered that the Chinese market is a complex one. There is a growing awareness of the need for laptops. However, the market is still in its early stages. The Chinese market is still in its early stages. The Chinese market is still in its early stages.

### Customer Interviews: A Deeper Understanding of Chinese Laptop Users

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Early Chinese laptop users and their needs for product advice is a way of connecting with others.

- Interviewees are an extension of what is connecting with others.
- I don't understand about technology products as what I want.
- Some were obsessive for some of the Chinese consumers because it was "young & trendy"

### SUMMARY

Richard Lopez is a product manager for Sony Corporation in Hong Kong. He conducted some marketing research: The Shanghai Report, Customer Interviews, Clues, Project Compass

PROBLEM: Which research to use? Which segment to target? Globally or locally? How to position it?

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### DATA



## SEGMENTATION AND POSITIONING

Sony should focus on 2 segments

- Family Users
- Entertainment Lover

We choose Entertainment Lover instead of Fashion Oriented segment because of the competency between Apple MacBook.

"I buy all of Apple's products because they are so cool."

Global Segments	Age	Income	Education	Urban	Female	Married	Home	Top Brand
Technosocializers	25-34	\$10K-\$15K	High	Yes	Yes	Yes	Yes	Yes
Performance Seekers	25-34	\$10K-\$15K	High	Yes	Yes	Yes	Yes	Yes
Status Focused	25-34	\$10K-\$15K	High	Yes	Yes	Yes	Yes	Yes
Unfussy Basics	25-34	\$10K-\$15K	High	Yes	Yes	Yes	Yes	Yes
Functional Socializers	25-34	\$10K-\$15K	High	Yes	Yes	Yes	Yes	Yes
Quality of Lifers	25-34	\$10K-\$15K	High	Yes	Yes	Yes	Yes	Yes

3 Core Chinese Values:

- Family
- Honesty
- Personal Relations

Sony have to position VIAO laptop as an family computer.

### CONCLUSION

Steps to globalize the success of that global adaptation to meet needs for their products or services.

Segmentation globally has implications:

- Different values
- Different cultures
- Different behaviors
- Different communication patterns
- Different communication patterns

Local adaptation analysis: the organization to analyze and understand the Chinese consumer and the Chinese market more deeply.

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It is connected to Lopez's goal.

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# LEARNING FROM EXTREME CONSUMERS



# WHY THIS CASE?

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- The Shanghai Report
- Customer Interviews
- Clues
- Project Compass

**PROBLEM:** Which research to use?

Which segment to target?

Globally or locally?

How to position it?

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# GLOBAL IMAGE OF VAIO AND SONY

VAIO focused on being;

- innovative
- sleek
- available in different colors
- image-conscious
- stylish
- lighter and smaller

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# CHINESE LAPTOP CONSUMERS

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As they analyzed from Shanghai Report to gain understanding of the modern Chinese consumers.

They identified three key trends.

- There is inequality among Chinese consumers.
- Cheap products , knockoffs and free software's were in high demand in China's technological market.
- Chinese people used technology as a way of showing off.

**Exhibit 4: Market Share for Computer Sales**

Brand	Global Share <sup>a</sup> (%)	China Share (%)
Acer	6.3	9.7
Apple	10.4	4.3
Asus	3.9	12.3
Compaq	4.9	3.9
Dell	18.6	20.3
Fujitsu Siemens	6.6	
Founder	1.0	
Gateway	0.8	
HP	12.1	18.9
IBM	3.8	10.8
Lenovo	4.4	23.7
NEC	2.8	
Packard Bell	1.3	
Panasonic	0.4	
Phillips	0.3	
Samsung	4.3	5.3
Sharp	0.4	
Sony	11.9	6.1
Toshiba	5.8	5.9



# Customer Interviews: A Deeper Understanding of Chinese Laptop Users

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Forty Chinese VAIO laptop owners and four people who owned non-Sony laptops.

- 21-35 years old
- Including students , parents and professionals
  
- Brands are an extension of who i am
- Asking for product advice is a way of connecting with others
- I don't understand about technology jut give me a what i want.

Sony was attractive for some of the Chinese customers because it was "young & trendy"

**SUMERS**

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