LEARNING FROM EXTREME CONSUMERS

SEGMENTATION AND POSITIONING
Sony should focus on 2 segments
- Family Users
- Entertainment Lovers

3 Core Chinese Values:
- Family
- Honesty
- Personal Relations

Sony faces the problem of how to position their new entertainment devices in the Chinese market.
LEARNING FROM EXTREME CONSUMERS

SEGMENTATION AND POSITIONING

Sony should focus on 2 segments:
- Entertainment Lovers
- Family Users

We choose Entertainment Lovers because of the company's
traditional segment focus on high-end products.

3 Core Chinese Values:
- Family
- Honesty
- Personal Relations

Sony now to position V.A.G. range as an entry computer.
WHY THIS CASE?

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SUMMARY

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

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

Thecasesolutions.com

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.

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<th>Exhibit 4: Market Share for Computer Sales</th>
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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 just give me a what I want.

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

- 760 surveys (including face to face or by video conference) of Chinese consumers
- 18-55 years old age
- All participants either owned a laptop or interested in purchasing one
- Asked to rate laptops on specific characteristics
- Qualitative Data

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SIX CHINESE LAPTOP USER SEGMENTS:
- Entertainment Lover
- Business Focused
- Family User
- Tech Enthusiastic
- Fashion Oriented
- Heavy User

SIX GLOBAL TRENDS:
- Technology
- Performance
- Status
- Unfussed
- Function
- Quality
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
- 16-65 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:
- Technoscializers
- Performance Seekers
- Status Focused
- Unfussy Basics
- Functional Socializers
- Quality of Lifers