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CLUES REPORT
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- 700 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

SIX CHINESE LAPTOP USER SEGMENTS:

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

PROJECT COMPASS
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- 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

SIX GLOBAL CONSUMER SEGMENTS:

- Technoscalizers
- 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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- associated with:
- availability in different values
- usage convenience
- stylish
- lighter and smaller

CHINESE LAPTOP CONSUMERS
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All other market research projects to gain understanding of the Chinese Consumer segments.

Focus on the global market for consumers.

These products are used by Chinese consumers.

Segmented by their socio-demographic characteristics.

Consumer profile characteristics of a group of shopping unit.

Customer Interviews: A Deeper Understanding of Chinese Laptop Users
Thecasesolutions.com

Forty Chinese VIAO laptop owners and their profiles who carried out a survey.

- 20-30 years old
- Working students, parents and professionals
- Students are an extension of value lists
- Asking for problem solution is a way of giving the value list
- Don't understand about technology but give the value list
- Only asks applicable for some of the Chinese consumers because it was 'young & trendy'

SUMMARY
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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?

DATA

Two small charts or data visualizations, one titled 'DATA' and the other '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	Segment Size	Plans to Purchase a Laptop within the Next 12 Months	Plans to Buy in their Top 3 and	Spends that Laptop Purchase on the Next 12 Months
Technoscalizers	10%	10%	10%	10%
Performance Seekers	10%	10%	10%	10%
Status Focused	10%	10%	10%	10%
Unfussy Basics	10%	10%	10%	10%
Functional Socializers	10%	10%	10%	10%
Quality of Lifers	10%	10%	10%	10%

3 Core Chinese Values:

- Family
- Honesty
- Personal Relations

Sony have to position VIAO laptop as a family computer.

CHALLENGE

Being to gain the benefits of the global segmentation for every world to date.

Product or service that Sony is marketing should be segmentation.

Segmenting globally from different cultures.

Identify the different consumer segments.

Identify the different consumer segments.

Identify the different consumer segments.

CONCLUSION

China has its own unique preferences.

Different values.

Different culture.

Different behavior.

Different consumption patterns.

Different consumption patterns.

Different consumption patterns.

WHY IS RESEARCH NEEDED, LOPEZ ONLY

It is connected to Lopez's goal.

If Lopez wants to improve quality he should do research.

China is a traditional and a modern society and different consumers for China.

If it needs to improve quality he should do research.

Company supporting VIAO website.

No Lopez should be Chen with the help of Compass Research.

RED TOMATO: KEEPING IT LOCAL

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WHY THIS CASE?

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GLOBAL IMAGE OF VIAO AND SONY

VIAO focused on being innovative

- sleek
- available in different colors
- lightweight
- light and usable

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CHINESE LAPTOP CONSUMERS

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Customer Interviews A Deeper Understanding of Chinese Laptop Users

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Fifty Chinese VIAO laptop users and four groups who shared extraordinary stories.

- 20-30 years old
- including students, parents and professionals

Overall was an evaluation of who I am asking for product advice in a way of approaching with others

- I don't understand about technology but give me a related brand.
- Sony was attractive for users of the Chinese customers because it was "young & trendy"

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Global Segments	Segment Size	Wants to Purchase a Laptop Within the Next 12 Months	Wants to Purchase a Laptop Within the Next 12 Months	Wants to Purchase a Laptop Within the Next 12 Months
Entertainment Lover	1200	50%	100%	20%
Family User	120	24%	12%	20%
Business Focused	1200	50%	100%	20%
Tech Enthusiastic	16	80%	13%	30%
Fashion Oriented	16	80%	7%	30%
Heavy User	12	60%	11%	30%

Consumer Segments in China

Segment	Technosocializers	Performance Seekers	Status Focused	Unfussy Basics	Functional Socializers	Quality of Lifers
Entertainment Lover	16	78	13	25		
Family User	17	78	73	50		
Business Focused	24	67	3	71		
Tech Enthusiastic	9	61	4	68		
Fashion Oriented	22	51	0	60		

3 Core Chinese Values:

- Family
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CHINA

Sony is called the "King of the Hill" - China's most popular brand in the laptop market.

Product or service may vary in different countries.

Segmenting products for different countries involves different resources and qualifications.

Key:

- Quality is a priority.

But market representation can be used if this is the best entry of the right country to China.

CHINA

China has its own unique preferences:

- Different values
- Different needs
- Different Consumption Behavior
- Different Consumption Patterns

We cannot put all people into different patterns in the same market.

Local representation enables the organization to manager and understand the Chinese Consumer and the Chinese market more deeply.

RESEARCH RECOMMENDATIONS FOR LOPAZ ONLY

It is connected to Lopez's goals

If Lopez needs to determine which segment to target, he should use Clues Report.

Clues Report provides an overview of the market and helps consumers in China.

If the needs to segment globally, he should use Project Compass Research.

Clues Report provides an overview of the market and helps consumers in China.

Project Compass Research

So, Lopez should use Clues with the help of Project Compass Research.

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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 ^a (%)	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

Thecasesolutions.com

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"

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