
Getting to know you; A novel approach in segmenting the ageing consumer market

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Why research on ageing consumers?

- Under-represented and promising groups of consumers

- 21 million people above the age of 50
- More people above 60 than under 18
- By 2083 one in three people will be over 60.

(Office For National Statistics, 2009)

The over-50s represent 80% of the country's wealth – equivalent to almost £280bn. (Wealth and Asset Survey, 2009)

71 percent of 50+ mentioned that they **never** or **rarely** have too little money to spend on their needs. (ELSA, 2006)

Does age mean anything?



80 plus



70 plus



60 plus



50 plus



Changes brought with ageing

- Physical and mental changes
- Development of more individual lifestyles
- Occurrence of life changing events
- Social and professional role changes

Our aim: To find large distinct and actionable groups within the population to design and deliver products and services for.

Segmentations is the start of a journey from mass generalisation to mass customisation.



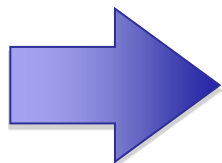
Types of segmentations

Different types of segmentations		
Need based	Greengrove, 2002	Prod development & branding
Benefit based	McDonald and Greenberg, 1989; Ahmad 2003	Prod development & branding
Characteristic based	Yankelovic and Meer, 2006; Boote 1981	Development and execution of customer strategy and targeting
Industry based	Kalafatis and Cheston, 1997	Business Sector strategy
Product based	Green et al, 1989	Specific product or service strategies



Inadequacy of current methods

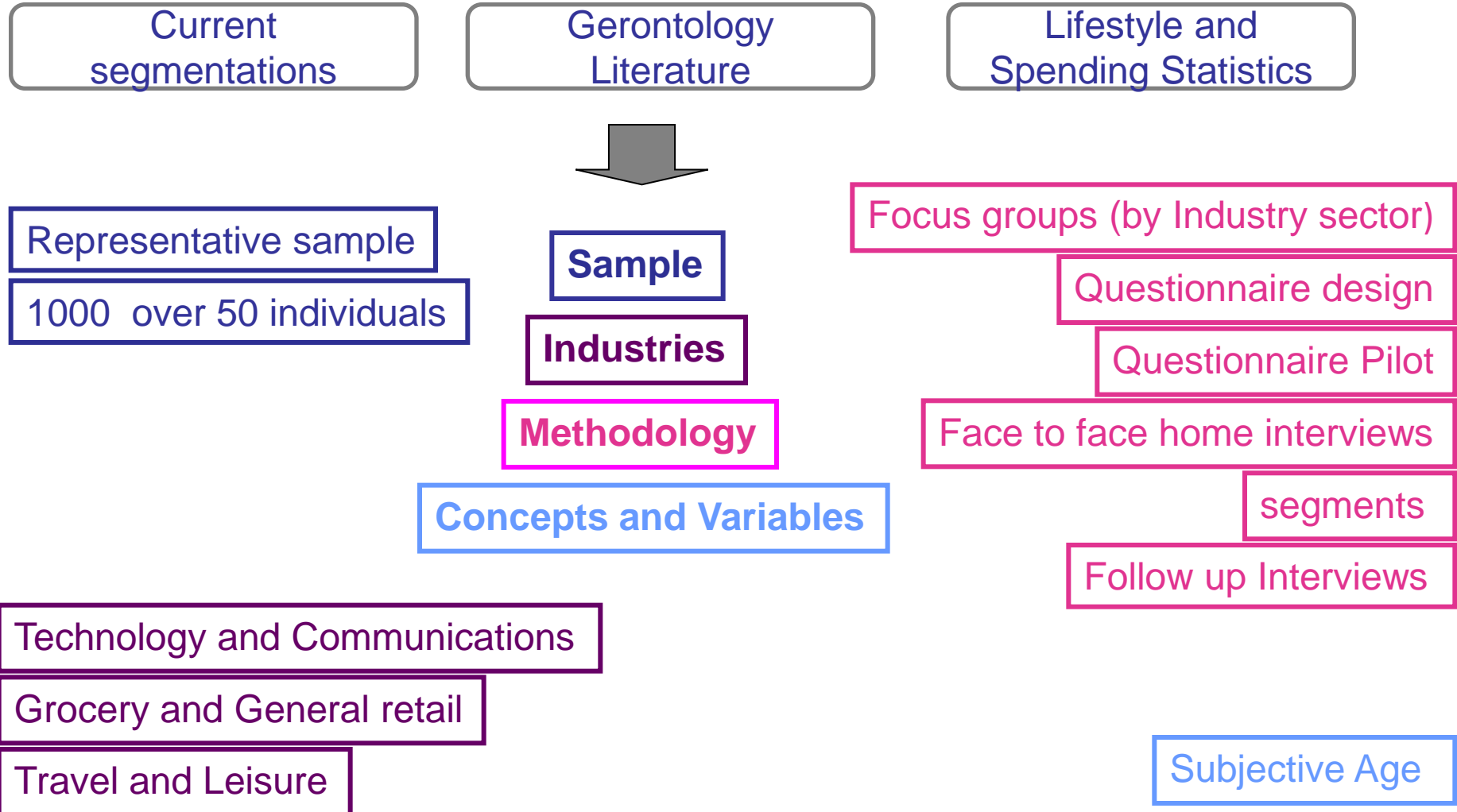
- Insufficient information about the market
- Looking for intentions and not actions
- Being too specific or too generic
- Unrepresentative samples
- Demographic oriented
- Out dated



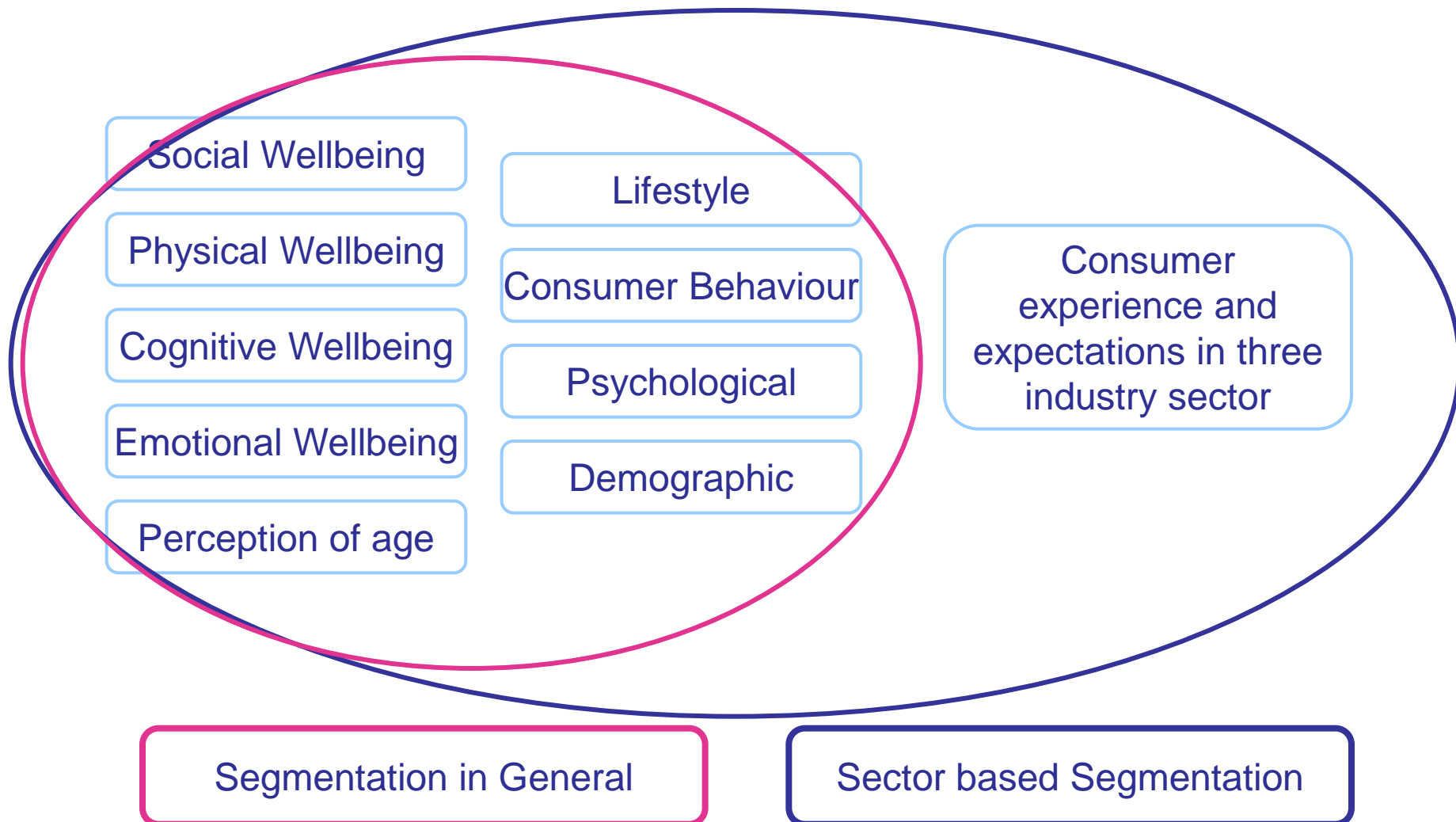
Not providing actionable and distinct segments to address



A novel approach to segmentation

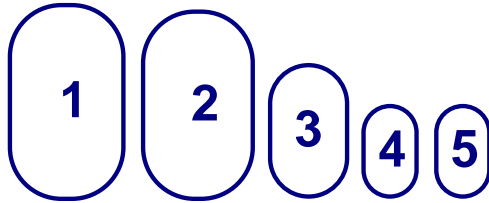


Ageing consumers are individuals.

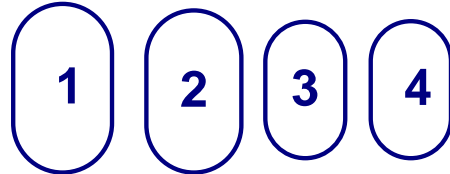


Sector specific

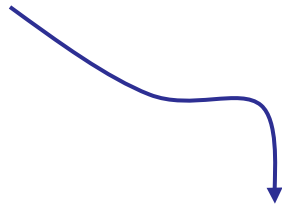
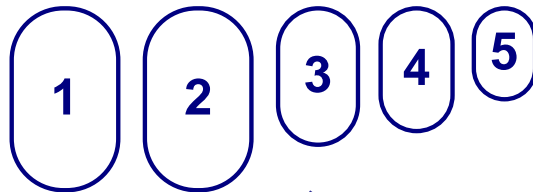
Retail and
Supermarket



Leisure and
Travel

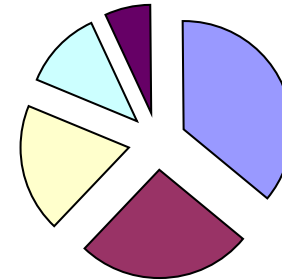


Communication
and Technology



General

Attitudinal



An example of a user group



An optimistic learner

- Female
- Average age : 70
- Minor physical problems
- Feel younger than their peers
- Sociable and active
- Positive about becoming older
- Price conscious
- Use lots of vouchers
- An emotional decision maker
- Mostly do their shopping with someone
- Light user of technology but keen to learn and own more technological products
- Do not like extra features on products
- Normally need help in setting up new products but prefer to be independent

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All the photos are taken from the internet.



Thank you for listening!

