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Marketing Research to Target Audience

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Sunrich Valley is a company that created MU for their brand of milk products that are organic and environmentally friendly. With this product they have a niche market and it is sold in Ontario and Quebec. Before launching their products, the company attained market research to ensure its success. Market research is always conducted before releasing a product into the public. The research tells them about their customers, so they can cater to their needs.

MU products have a niche market they are targeting in the way they promote their products as environmentally friendly and an organic product because this will grab the attention of the consumers who want to consciously make healthier choices as well as the families making healthier choices for their children. It will also draw in the consumers who want to help protect the environment. While this is a great concept as people are becoming more aware of their health and environment, organic products are more expensive, which can sometimes lead the products out of reach to those who can't afford it. Also, there's still a market of people who don't focus on what's healthiest for them or best for the environment, leading this target group to a very niche market as it caters to the individual's specific needs as well as their means.

To start the analysis the company needs to break down the market into segments. These segments are geographic, demographic, psychographic and behavioural. To start with geographic the researcher's look into the country, region, province, city and neighbourhood. The population is important to know so you can figure out how much of a market there is. It can also help determine the brand as the East and West coast side of Canada have different preferences. In Sunrich Valleys case they chose Quebec which makes up 24% of Canada's population and Ontario which makes up 40% of Canada's population. These two provinces give them a big market as they have the most populous cities. Ontario's population is sitting at 13.6 million which is largely to do due to immigration. Quebec's population sits at 8.8 which is partly to do with immigration as well as being one of the higher fertility rates in Canada, averaging about 1.6 children per female.

With the demographic segment it will tell you about the population such as their age, type of education, nationality, sex, religion and income. Income will tell you what the population can afford, and the other sections will get you closer to their interests. The demographic segment shows the diversity of

Ontario and Quebec. In Ontario 26% of foreign nations make up the population, about 28% being foreign born, 2.4% of Aboriginal, 11% French and the majority being 71% Caucasian. In Quebec the statics are 87% Caucasian with 81% speaking French, about 11% of minority groups and 1.4% being Aboriginal. In both provinces the dominating religion is Catholicism. In 2010 Quebec had 180,000 people enrolled into college and 200,000 in university. Their annual income in that province averaged to \$47,320. In Ontario the average income is about \$52,260. This signifies the people are more likely to have the means to buy the more expensive organic product.

The psychographic segment focuses in on the social class, lifestyles and their personality. In this aspect if the city is looking to a healthier lifestyle organic milk is a great product to promote there. About 49% people in Ontario take part in physical activities and that 69% consider themselves to make healthy choices in their eating habits. In Quebec they had issues of pollution in their lakes, so the people have prioritized protecting their lakes as well as conserving their national parks. Mu products promote environmentally friendly resources by purchasing from local farms as well as using milk bags which are recyclable. The milk bags are portioned for even consumption to shelf life minimizing waste. Organic and environmentally friendly practices peak the interests of Ontario and Quebec making this product suited to their needs.

The last segment looks into the behavioural aspects which are how likely they are to buy, the frequency of buying, and the benefits to the consumer. The likelihood of them buying this product seems to meet all the criteria. Milk is part of the nutrition food pyramid which a large portion of the population follows. That makes the product high in demand and good chances consumers will buy. They have the means to do so and they know the product benefits their health as well as environment. With family's milk is something they will frequently need to re stock up on.

Five new milk products Mu could introduce is chocolate milk which would draw in children and the youth. Yogurt designed and packaged for children for easy and ready to go lunches would also be a good choice. A selection of cheeseballs for entertaining guests with different assortments such as nuts or dill on top. Frozen yogurt with gourmet toppings like fruits, nuts, dark chocolate drizzle or chunks and as well

as plain options. The last product could be prepackaged ready to go milkshakes. Easy to travel with and getting your daily intake of calcium efficiently

The five products listed would be a great addition to Sunrich's MU dairy line because it stays consistent with the brand of being healthy while also being fun, bringing in a wider customer base. They can package the products with recyclable materials maintaining environmentally friendly practices as well. The company fitted their products to a niche market which they found had a huge market potential. Market research is always essential in determining how to launch a product. This is how to ensure your product's success.

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