

Marketing Oriented Segmentation

Reality of Consumer Preference Patterns Increasing Predictive Power of Research

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Background

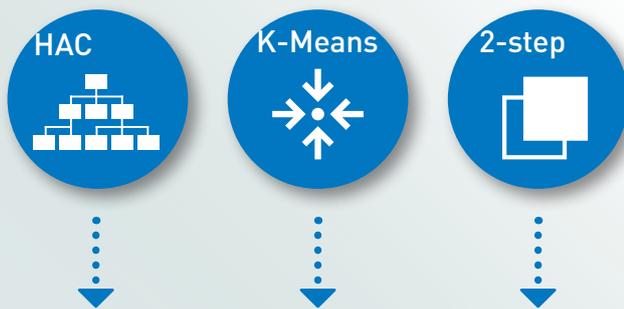
In analyzing product acceptance scores clustering is often used to identify groups of consumers behaving the same way or having similar liking patterns. Clustering allows a **sensory segmentation of the target** group and can lead to greater success in product commercialization: it allows a **strategic posi-**

tioning based on relative preference patterns. However, classical clustering approaches (HAC, K-Means or mixed approaches such as the 2-step algorithm) leave no space for consumers' real behavior, as a consumer is meant to belong to only one specific cluster. These approaches often provide a useful an-

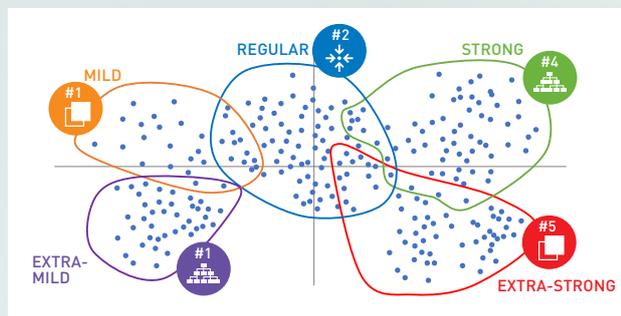
swer, but also might not give the most realistic picture of consumer preference(s). In this context developing innovative clustering approaches is necessary to increase the predictive power of consumer research: to take us ever-closer to consumers' reality.

Innovative Marketing Oriented Clustering Approaches

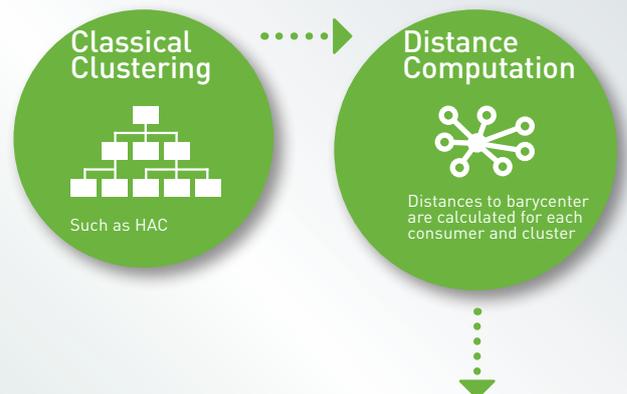
Combined Clustering



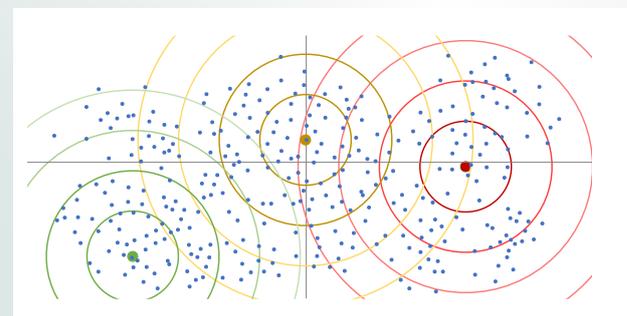
Selection of clusters from various algorithms, consumers being allowed to be part of several cluster



Weighted Clustering



Consumers are shared between all clusters according to distances previously computed



Conclusions

Combined Clustering and Weighted Clustering gives us a **more representative perspective** and a more realistic depiction of consumer

behaviors and liking patterns. Such marketing-oriented consumer clustering **allows for consumer ambivalence**, and gives a more

robust diagnosis of product performances, increasing the **predictive power of research**.

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