



PrimeFish



Horizon 2020
Programme

SUCCESS ANALYSIS MODEL

University of Pavia

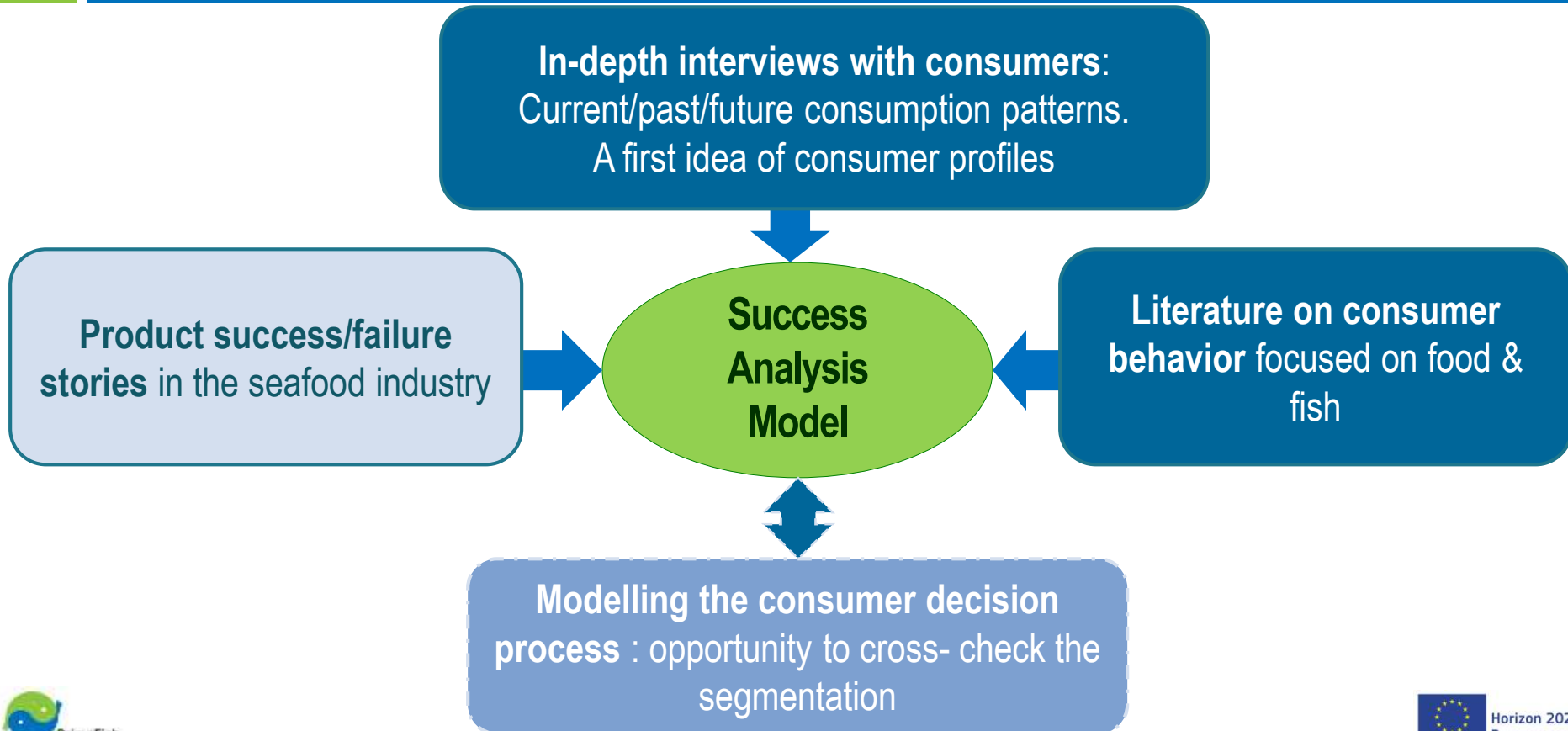
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Success = satisfied customers



- **Consumer side: ever more differentiated wants**
 - Address diversity
 - Satisfy specific wants
 - Understand and approach our customer better
- **Industry side: ever more competitive environment**
 - Define target customers - segments
 - Find niches – overlooked by (big) competitors
 - Reduce competition

Towards a model of success analysis



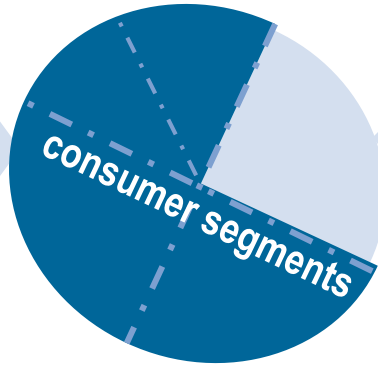
Success Analysis Model

INPUT

Consumer data (individual level):

- Sociodemographic
- Geographic
- Behavioral/ Benefit
- Psychographics

Latent
class
analysis



Multinomial
logistic
regression

INPUT

Product and firm data:

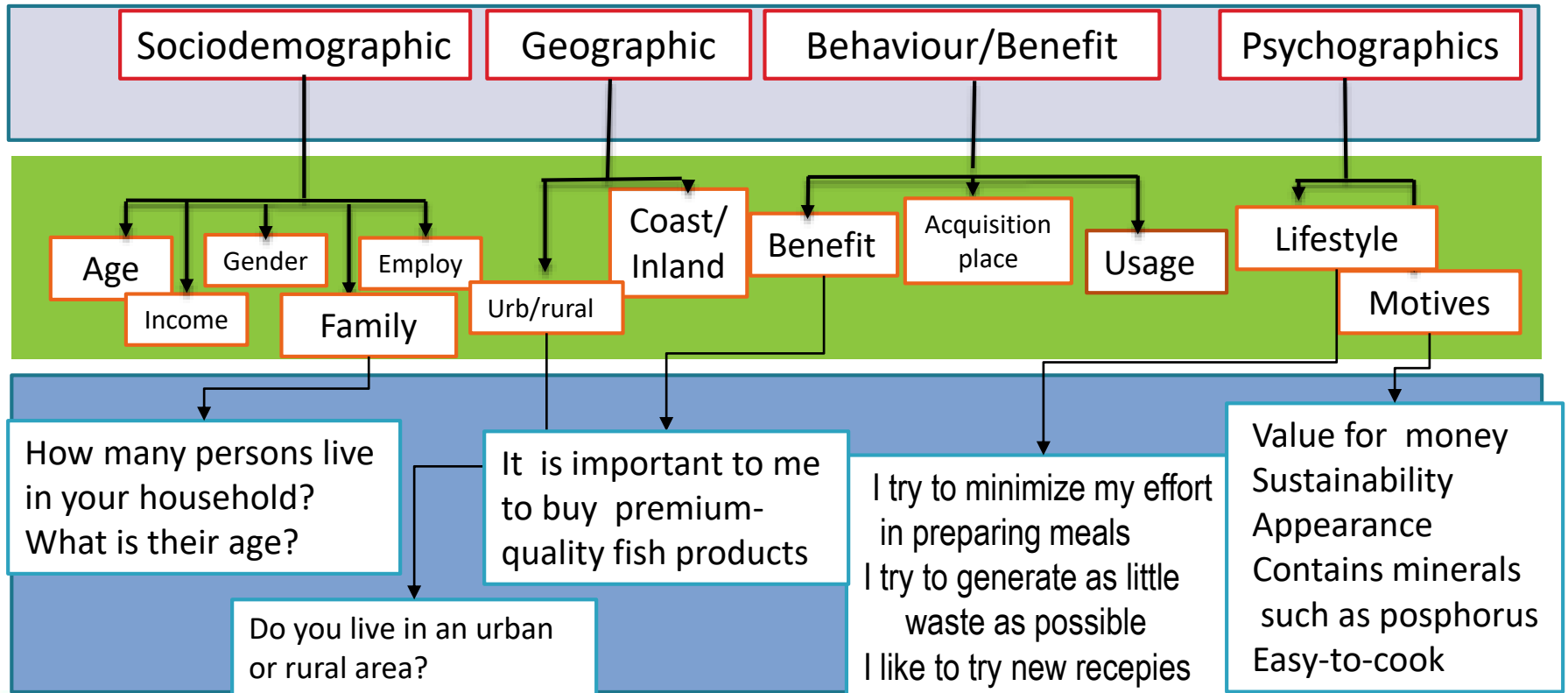
- Product attributes
- Firm information (e.g. size, other species, etc.)
- Marketing budget....

OUTPUT

Match: ideal segment(s) ↔ ideal product/firm
best fit = "success"

- + which firm/product characteristics to improve/add
- + Estimate of segment size (=market size)

Profiling consumer segments



Expected outcome: some examples



MARCO

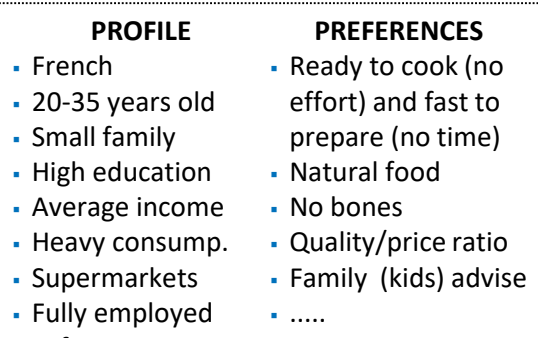
PROFILE

- Italian
- 35-55 years old
- Married (No kids)
- High education
- High income
- Low. Consump.
- Buys online

PREFERENCES

- Quality focus
- Taste over nutrition
- Premium Price
- Brand/reputation
- Restaurant
- Reads culinary blogs.....

Gourmet



ANNE

PROFILE

- French
- 20-35 years old
- Small family
- High education
- Average income
- Heavy consump.
- Supermarkets
- Fully employed wife

PREFERENCES

- Ready to cook (no effort) and fast to prepare (no time)
- Natural food
- No bones
- Quality/price ratio
- Family (kids) advise
-

ConveNatural



SILVIA

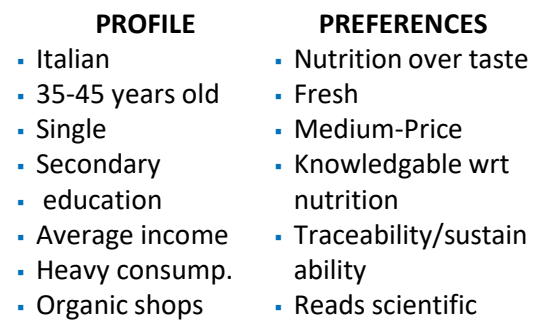
PROFILE

- Spanish
- 60 + years old
- Single
- Primary education
- Low income
- Averg. Consump.
- Local market

PREFERENCES

- Healthy (easy to digest)
- Fresh or frozen (flexible on offers)
- Low price
- Known origin
- Watches TV.....

Price Wise



LUCA

PROFILE

- Italian
- 35-45 years old
- Single
- Secondary education
- Average income
- Heavy consump.
- Organic shops

PREFERENCES

- Nutrition over taste
- Fresh
- Medium-Price
- Knowledgeable wrt nutrition
- Traceability/sustainability
- Reads scientific

Health Freak

Product & segment: match nr 1

FIRM 1

- Smoked salmon
- Premium quality
- Delicate taste
- Premium price
- Low marketing budget
- **HORECA distribution**

- Focuses on taste/quality/brand
- Adequate purchasing power
- Reads blogs (low marketing cost)
- Eats out: Restaurant
- **Buys online and/or business cards in restaurants**

MARCO



Gourmet

ANNE



ConveNatural

SILVIA



Price Wise

LUCA



Health Freak

Product & segment: match nr 2

FIRM 2

- Trout with no bones
- Natural ingredients
- Easy/fast to cook
- Reasonable quality/price ratio
- Supermarkets
- **Publicity online**

- Needs a fast to prepare but natural meal with no bones
- Wants good quality for good price
- Buys fish at the supermarket
- **Checks for (family - kids) advise**

MARCO



Gourmet

SILVIA



Price Wise

ANNE



ConveNatural

LUCA



Health Freak

Thank you for your attention!