South Tuen Mun Government Secondary School

BAFS: Marketing: Ch4 Segmentation_Taste Hong Kong

1. In what ways would middle-class consumers differ from lower income consumers when they shop at a supermarket?

2. Assume Taste is considering opening more outlets. Suggest some locations for the new Taste Outlets. Explain?

3. Who are the target market of Taste?

4. How does Taste segment its market?

1 Middle-class consumers put more emphasis on product quality and do not mind paying higher prices. And middle-class consumers are less price sensitive.

Moreover, as for middle-class consumers pursues better, quality life style and prefer a more healthier diet, therefore, they may prefer buying organic food which is healthier but more expensive.

For the product variety, middle-class consumers prefer more and better products choices and selections than those of lower income group. They may also prefer buying imported items as they think that the quality is better.

In addition, they expect better service from shop staff and a better shopping environment (e.g., more spacious, contemporary layout, etc.).

2 Since Taste targets higher income shoppers, it should open its outlets in areas with middle-class residents or working adults (e.g., professionals, executives). In this respect, Tsim Sha Tsui, Tai Koo, Admiralty and Central District are potential locations.
(Any other reasonable answers)

3. Target market of Taste are middle-class consumers and housewife, working adults, professionals, executives

4. Taste segments its' market by demographic, psychological and geographical