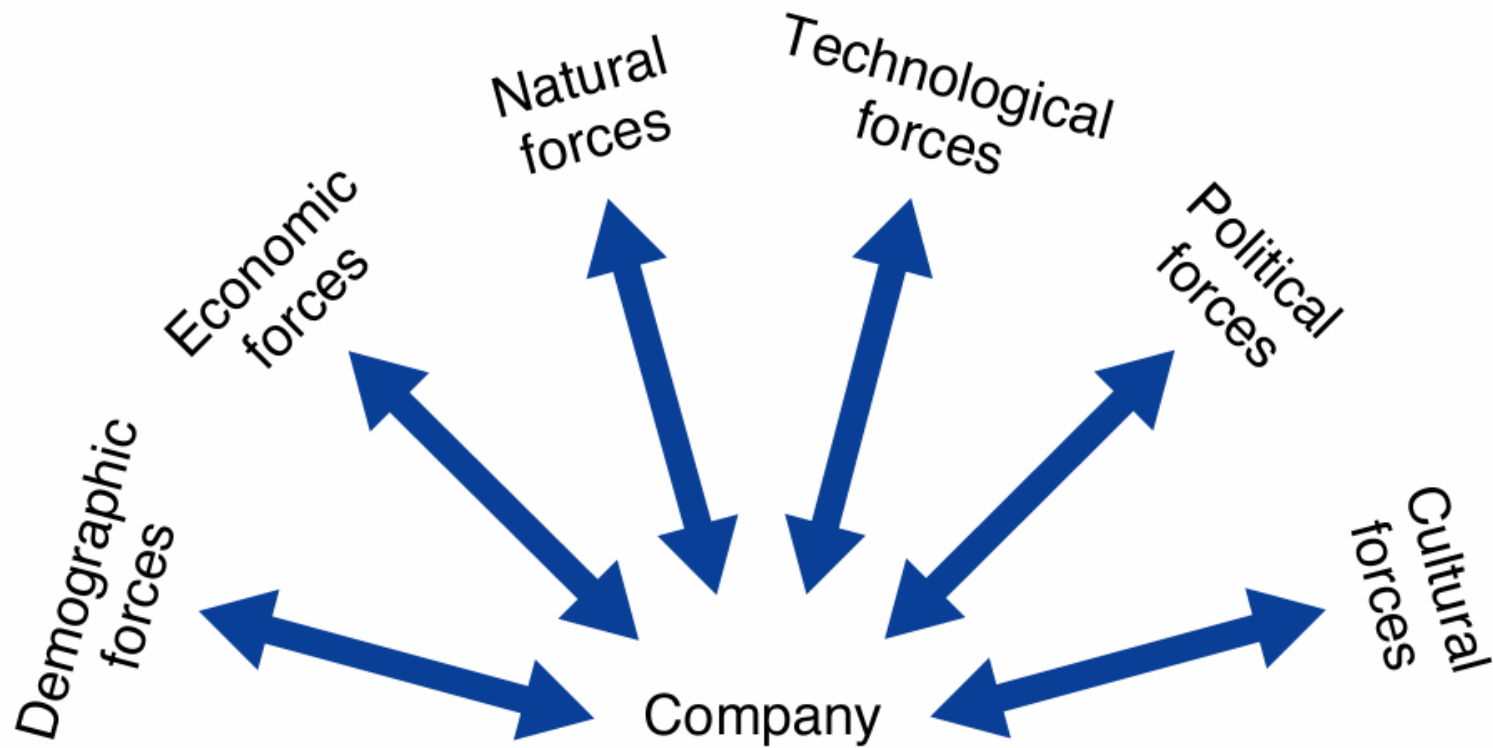


3Major Forces in the Company's Macro-environment宏观环境因素



3The Company's Macro-environment

宏观环境

- **Demographic** - studies populations in terms of size, density, location, age, gender, race, occupation and other statistics.
- **Economic** - factors that affect consumer purchasing power and spending patterns.
- **Natural** - natural resources needed as inputs by marketers or that are affected by marketing activities.

Continued

3The Company's Macro-environment

宏观环境

- **Technological** - forces that create new technologies, creating new product and market opportunities.
- **Political** - laws, agencies and pressure groups that influence and limit organizations and individuals in a given society（特定的社会）.
- **Cultural** - institutions and other forces that affect a society's basic values, perceptions(感知), preferences（偏好）, and behaviors.

Macro-environmental Trends and Forces

Faith Popcorn is a noted trend analyst. Visit her web site for insights into current trends.



trends - Microsoft Internet Explorer

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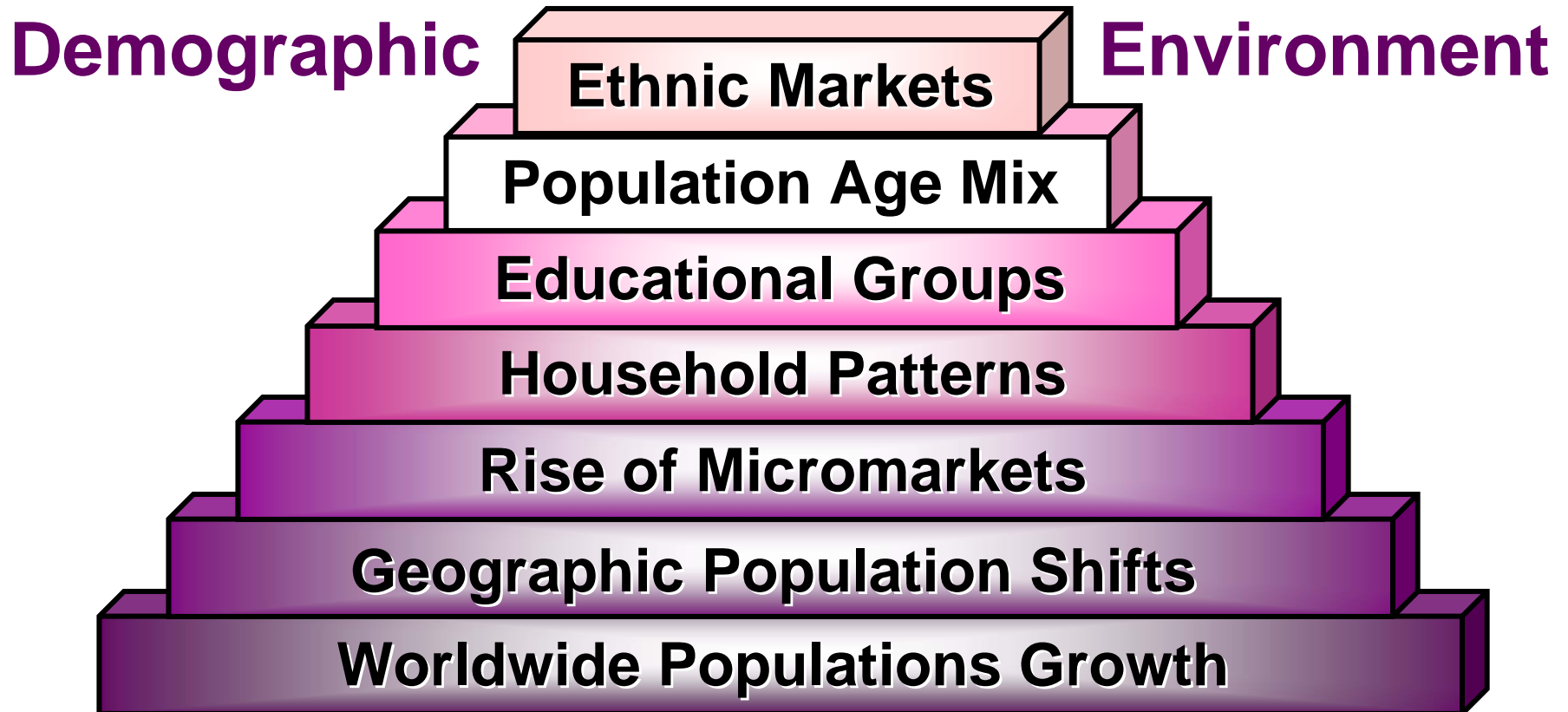
trend *n* (1777) 1 : a line of general direction or movement. 2 a) a prevailing tendency or inclination : DRIFT b) a general movement : SWING.

- 99 LIVES
- ANCHORING
- ATMOSFEAR
- BEING ALIVE
- CASHING OUT
- CLANNING
- COCOONING
- DOWN-AGING
- EGONOMICS
- EVEOLUTION
- FANTASY ADVENTURE
- ICON TOPPLING
- PLEASURE REVENGE
- SMALL INDULGENCES
- SOS

TRENDS

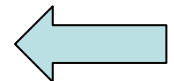
TREND BYTES

3.1 Demographic Environment



(1) Age Distribution

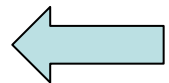
- Preschool(学龄前)
- School-age children (儿童)
- Teens (青少年)
- Young adults age 25-40 (壮年)
- Middle-aged adults age 40-65 (中年)
- Older adults age 65 and up (老年)



(2) Ethnic Markets

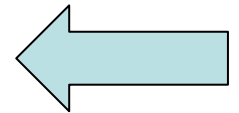
Melting pot of salad bowl

- Whites(白种人)
- African Americans (非裔)
- Latinos (拉丁裔)
- Asian Americans (亚裔)



(3) Educational Group

- Illiterates
- High school dropouts
- High school degrees
- College degrees
- Professional degrees



(4)Househole Patterns

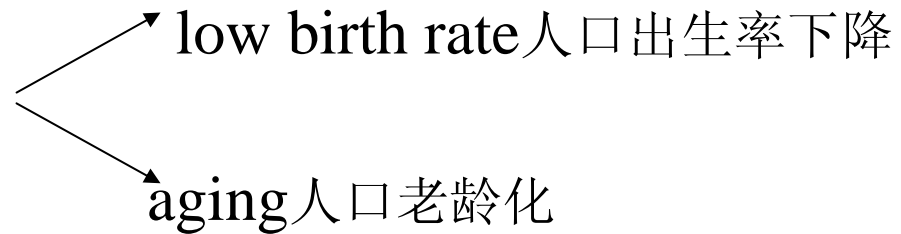
Diverse or Nontraditional

- Core families
- Single live-alones
- Adult live-togethers
- Single-parent families
- Childless couples
- Empty nesters(空巢家庭)

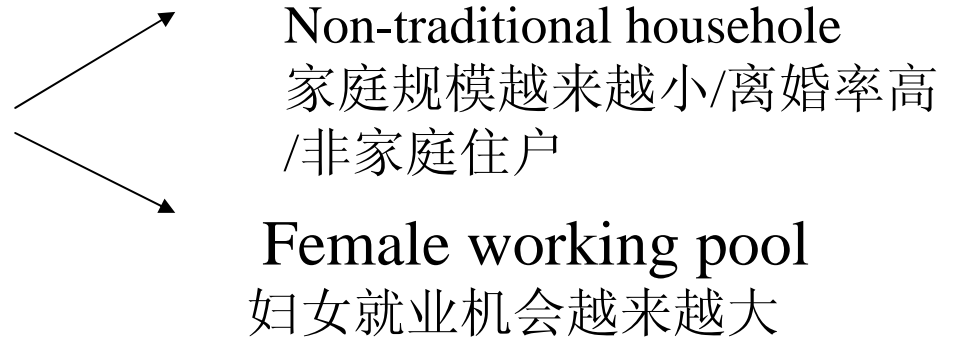
Key China Demographic Trends

 **Population**人口数量: **One child per family policy**

 **Patterns**人口结构



 **Household Patterns**
家庭结构



Case 2 about baby boomers

Let's now watch the CanGo team confront this issue as they discuss market segmentation (市场细分)

- * As you watch, **identify** what factors did these marketers emphasize to segment the market.

03_06v. mov

Background背景

- The Seven U.S. Generations:
 - GI Generation = 74+ years old
 - Depression = 64 – 73 years old
 - War Babies = 58 – 63 years old
 - Baby Boomers = 39 – 57 years old
 - Generation X = 27 – 38 years old
 - Generation Y = 9 – 26 years old
 - Millennials = 0 – 8 years old

F.E. Age Distribution of US

Baby Boomer Generation

(78 million people born 1946-1964)

One of the most powerful forces shaping the marketing environment, 30% of population

Generation X

(45 million people born 1965-1976)

More skeptical, cynical of frivolous marketing pitches promising easy success

Echo Boomer Generation

(72 million people born 1977-1994)

Fluent and comfortable with computer, digital, and Internet technology (Net-Gens)

Background背景

- Household makeup:
 - Married couples with children = 34%, and falling
 - Married couples and people living with other relatives = 22%
 - Single parents = 12%
 - Single persons and adult “live-togethers” = 32%

Background背景

- 16% of U.S. residents move each year
- General shift toward the Sunbelt states
- City to suburb migration continues
- More people moving to “micropolitan” areas
- More people telecommute

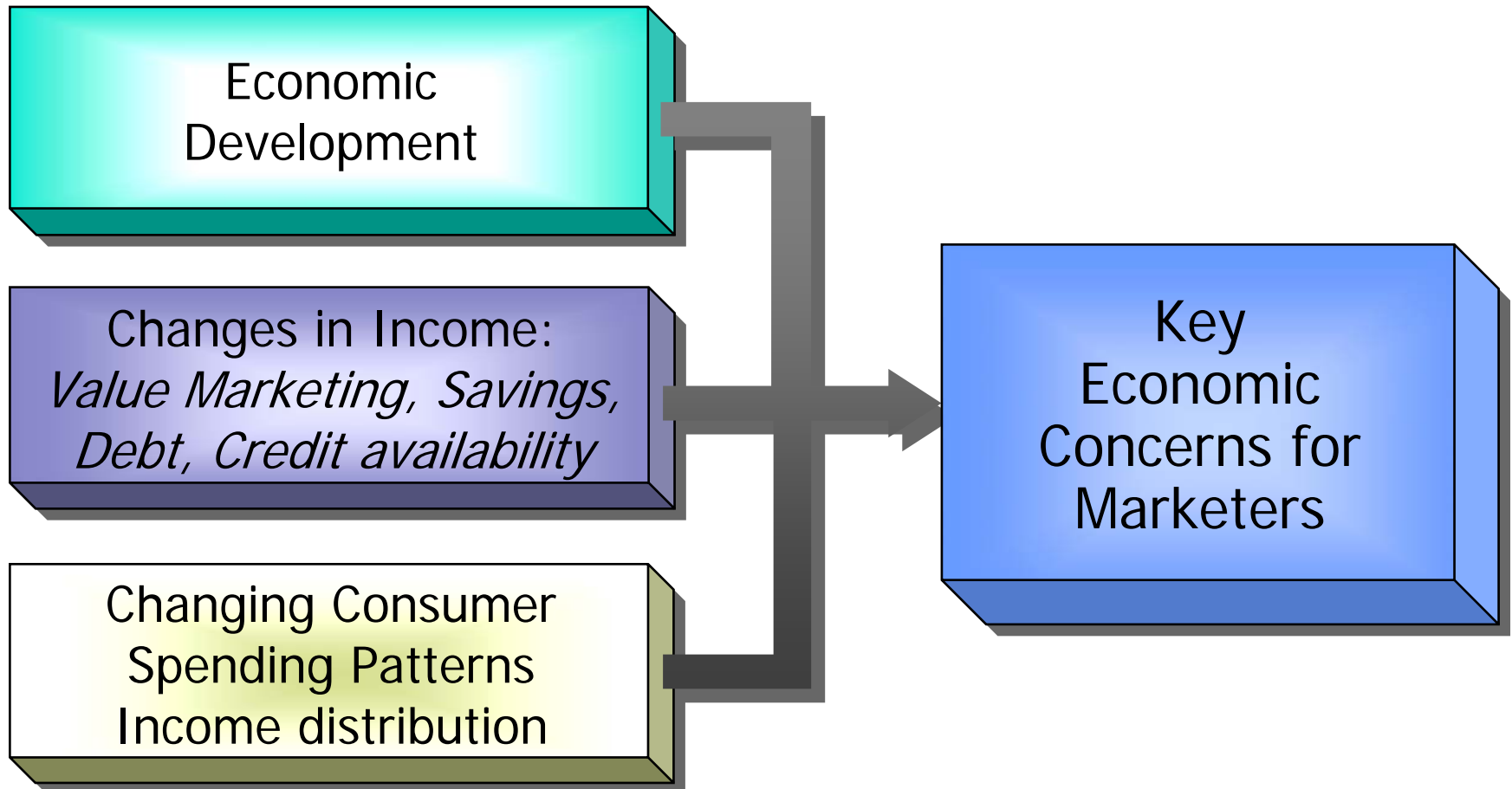
Background背景

- Better educated population
- 1980:
 - 69% of people over age 25 completed high school
 - 17% had completed college
- 2002:
 - 84% of people over age 25 completed high school
 - 27% had completed college

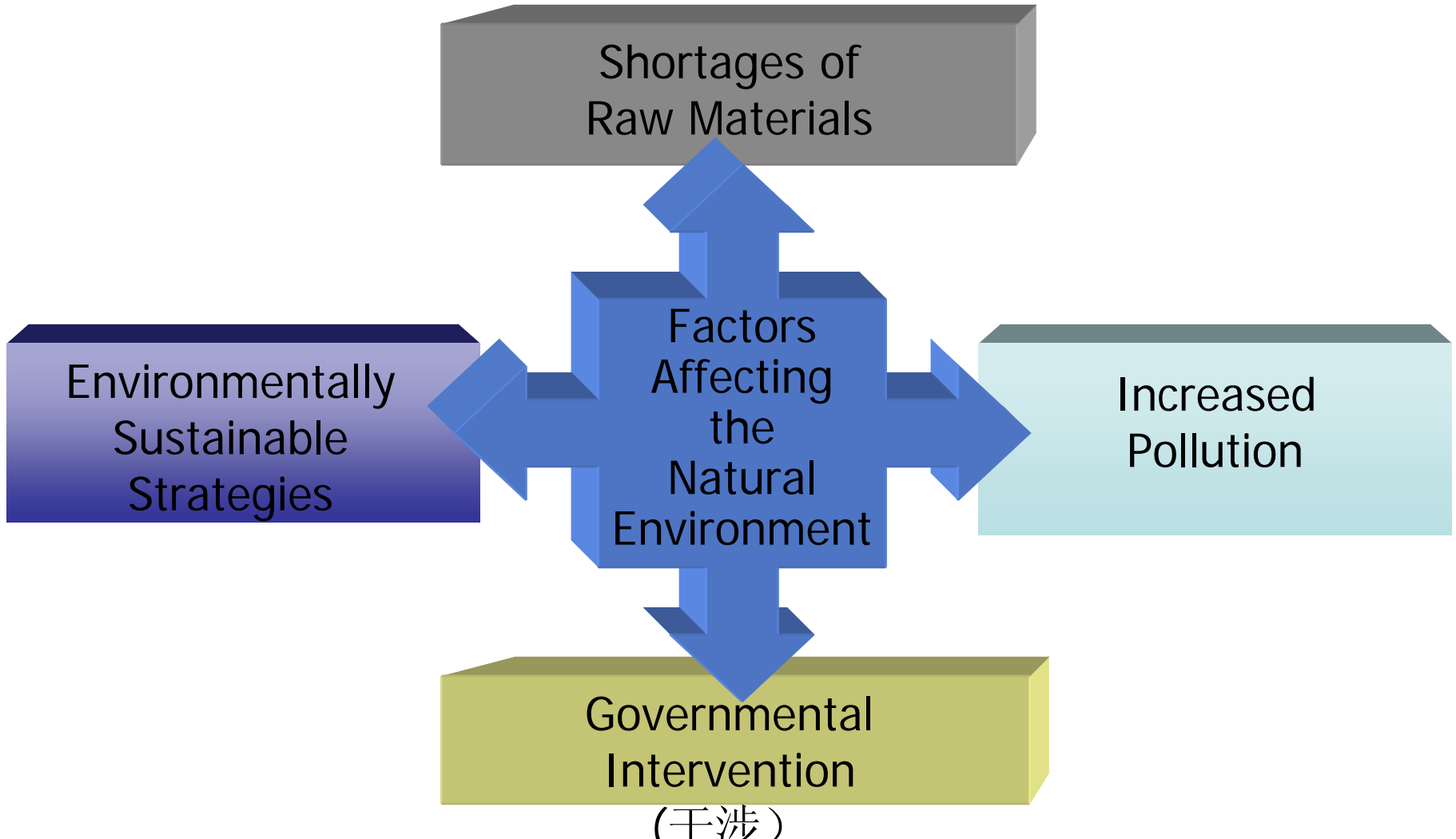
Background背景

- 1950 – 1985:
 - Proportion of white-collar workers increased from 41% to 54%
 - Proportion of blue-collar workers declined from 47% to 33%
 - Proportion of service workers increased from 12% to 14%
- 1983 – 1999:
 - Proportion of managers and professionals increased from 23% to >30%

3.2 Economic Environment



3.3 Natural Environment



3.4 Technological environment

Accelerating pace of technological change

Unlimited opportunities for innovation



Varying R&D budgets

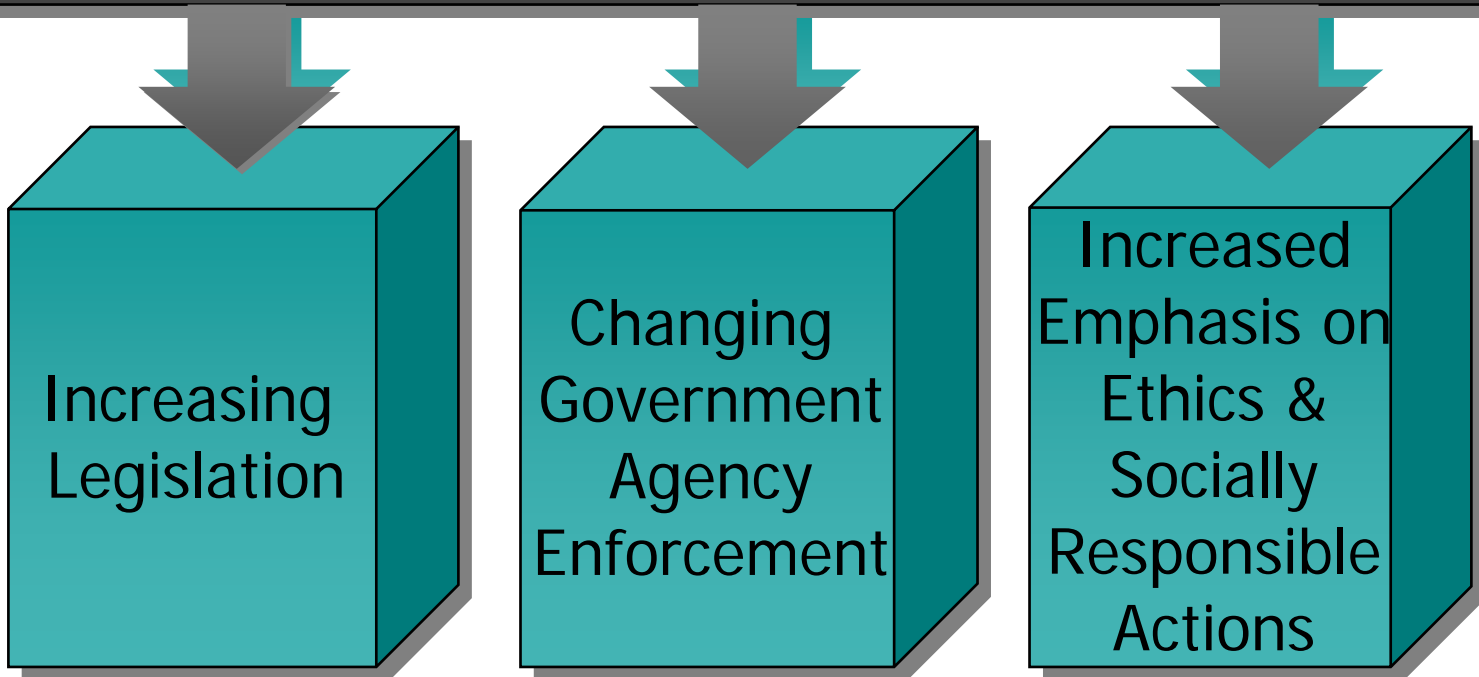
Increased regulation of technological change

3.4 Technological Environment

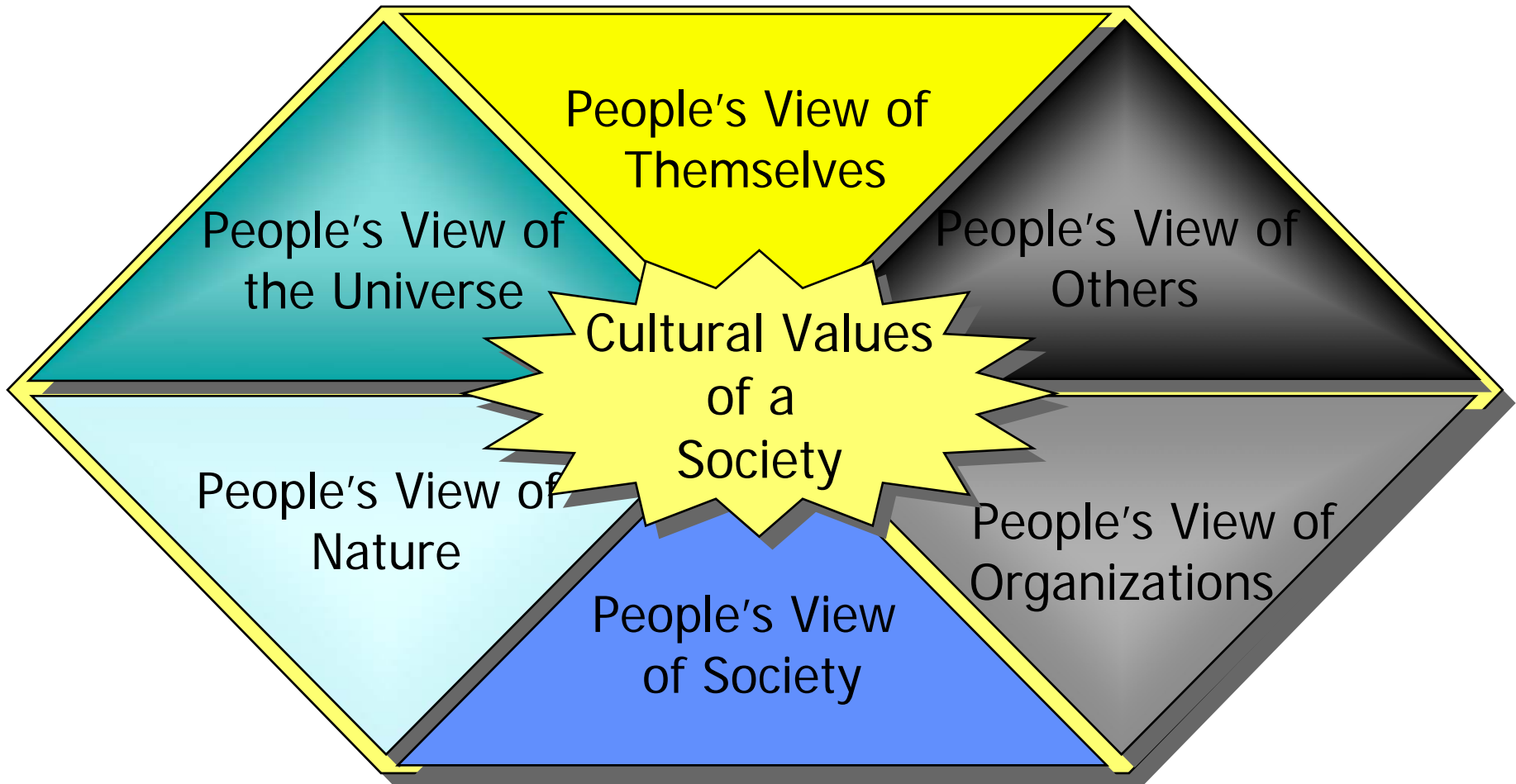
- Faster pace of technological change; products are outdated at a rapid pace.
- Almost unlimited opportunities being developed daily in *health care*, *space industry*, *robotics*, and *bio-genetic* field.
- Challenge is not only technical, but also commercial – make practical, affordable versions of products.
- Increased regulation concerning product safety, individual privacy, and other areas that affect technological changes.

3.5 Political Environment

Includes Laws, Government Agencies, Etc. that Influence & Limit Organizations/ Individuals in a Given Society



3.6 Cultural Environment



ISSUES for Discussion

In the 1930s, President Franklin Roosevelt used his cigarette holder as a personal “trademark.” Discuss how the cultural environment has changed? Would a president be seen smoking today? Considering the rash of recent court rulings and settlements concerning the tobacco industry, how might a cigarette manufacturer market its products differently in this new environment? are the long-term prospects for the tobacco industry?

实例：一个卷烟企业所面临的营销环境

- 📄 **A.**发达国家吸烟人数下降
- 📄 **B.**发展中国家吸烟人数上升
- 📄 **C.**禁止在公共场所吸烟
- 📄 **D.**在香烟外包装上印警示标志
- 📄 **E.**发明一种用莴苣叶制作的香烟



如果你是这家卷烟企业的营销人员，你会如何选定你的细分市场，如何吸引提高消费量呢？

4 Responding to the Marketing Environment

- Environmental Management Perspective
 - Taking a proactive approach to managing the microenvironment and the macroenvironment by taking aggressive (rather than passive) actions to affect the publics and forces in the marketing environment.
 - How? Hire lobbyists (说客), run “advertorials” (社论式宣传活动), press law suits, file complaints, and form agreements.