



MKTG3004 – Marketing Project

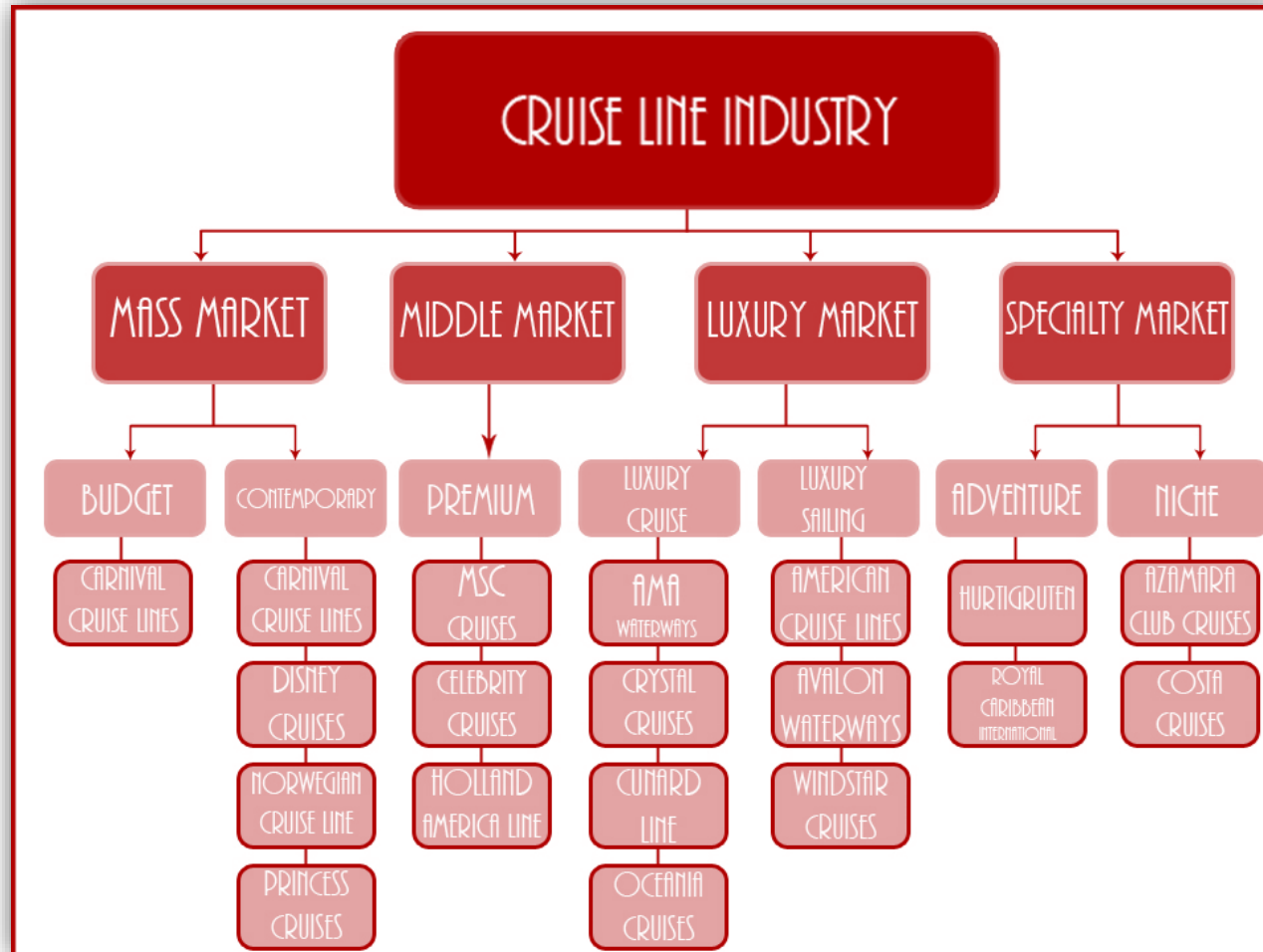
PHASE 1- BASIC DEMAND CONDITIONS



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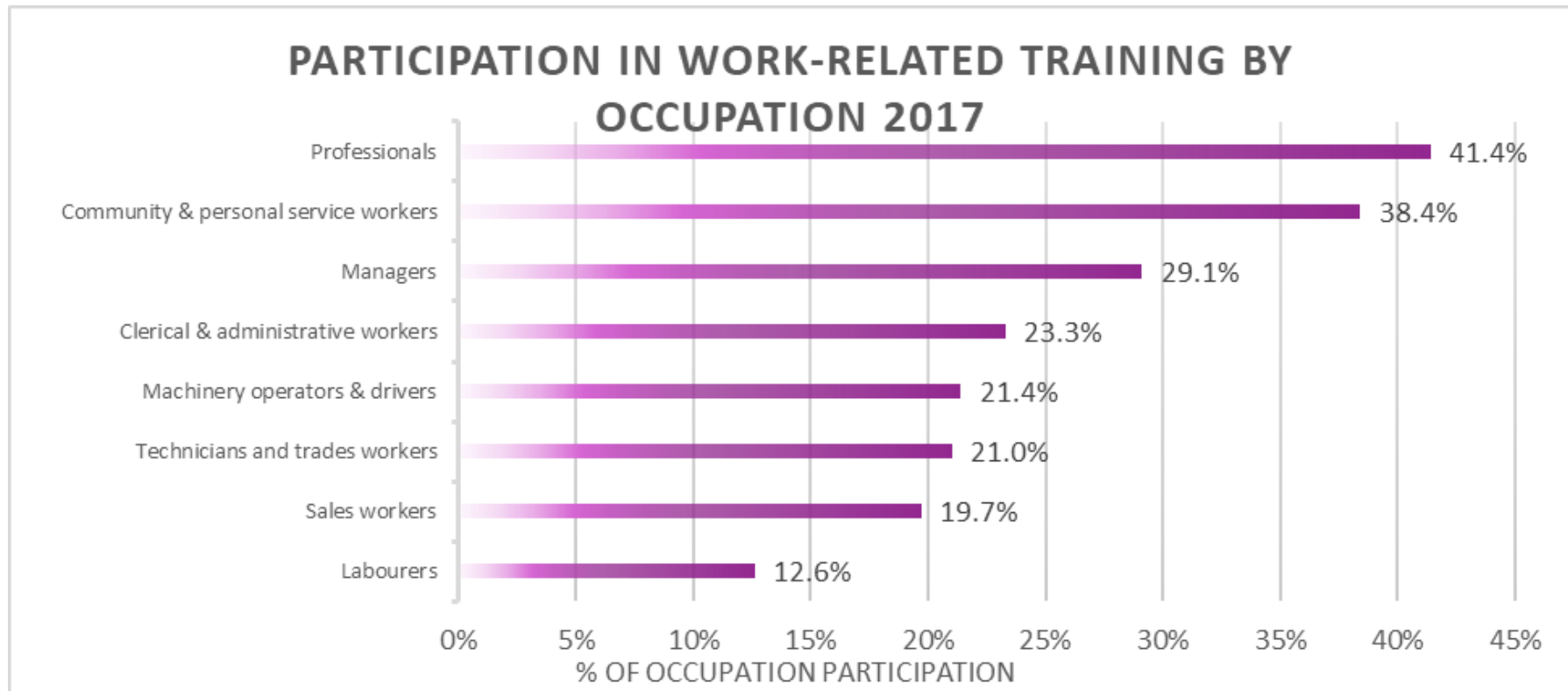
- I. Industry Map
- II. How much do they buy?
 - o Amount of consumption by type and trends,
 - o fluctuations and cycles in demand.
- III. Who buys and consumes?
 - o Segment the whole consumer market using appropriate segmenting variables, i.e. geographic, demographic, psychographic, behavioural, OR VALS.
- IV. How, when and where do consumers buy?
 - o What is the purchasing behaviour process?
 - o Decision making unit (consumer/industry), buying process, alternatives considered, information sources, decision criteria, existing knowledge and beliefs etc.
- V. PESTLE on Demand –including, socio-cultural, economic, regulations, technology, and relevant infrastructure (transport, communication, finance etc).
- VI. Buyer Power section of Porter's 5 Forces, what can we learn about buyer power in this market?
- VII. AND Any other marketing models or frameworks applied to the demand conditions you consider appropriate.

Industry Map for the Cruise Industry



How much do they buy? Example for a adult education and work related training

Figure 1 Participation in Work-Related Training by Occupation in Australia, 2017



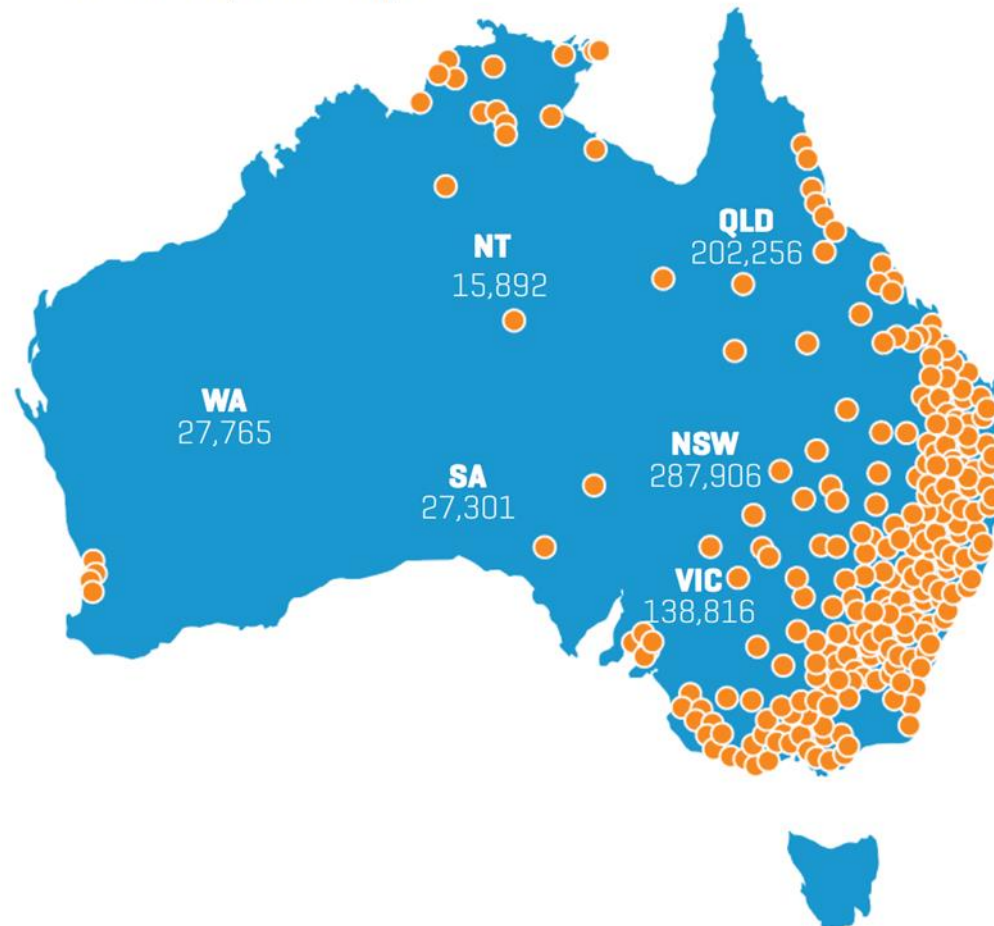
Who buys and How??- Some NDIS statistics that you can think about

NDIS statistics:

- In New South Wales the NDIS continues to grow with 4,219 approved in 2018/19 quarter 3 an increase of 4% since quarter 2 (NDIS, 2019 b).
- 1,446 children have been approved be supported by ECEI programs as of the end of quarter 3 (NDIS, 2019 b).
- 101,963 approved participants are now supported by NDIS and ECEI in New South Wales (NDIS, 2019 b).
- Out of the 4,219 plan approvals this quarter 78% were new participants (not transitioned from existing program), 61% entered with a permanent disability and 1,149 were previously confirmed as ECEI in quarter 2, meaning 27% of the participants have transitioned from an ECEI program.
- 48% of the participants (2,016) entering the programs were aged 0-6 opposed to 12% in prior quarters, 16% were aged 7-14 opposed to 25% in the prior quarters and 5% were aged 15-18. These statistics are in relation to the relatively high proportion of 'new' participants entering the programs in comparison to previous quarters (NDIS, 2019 b).

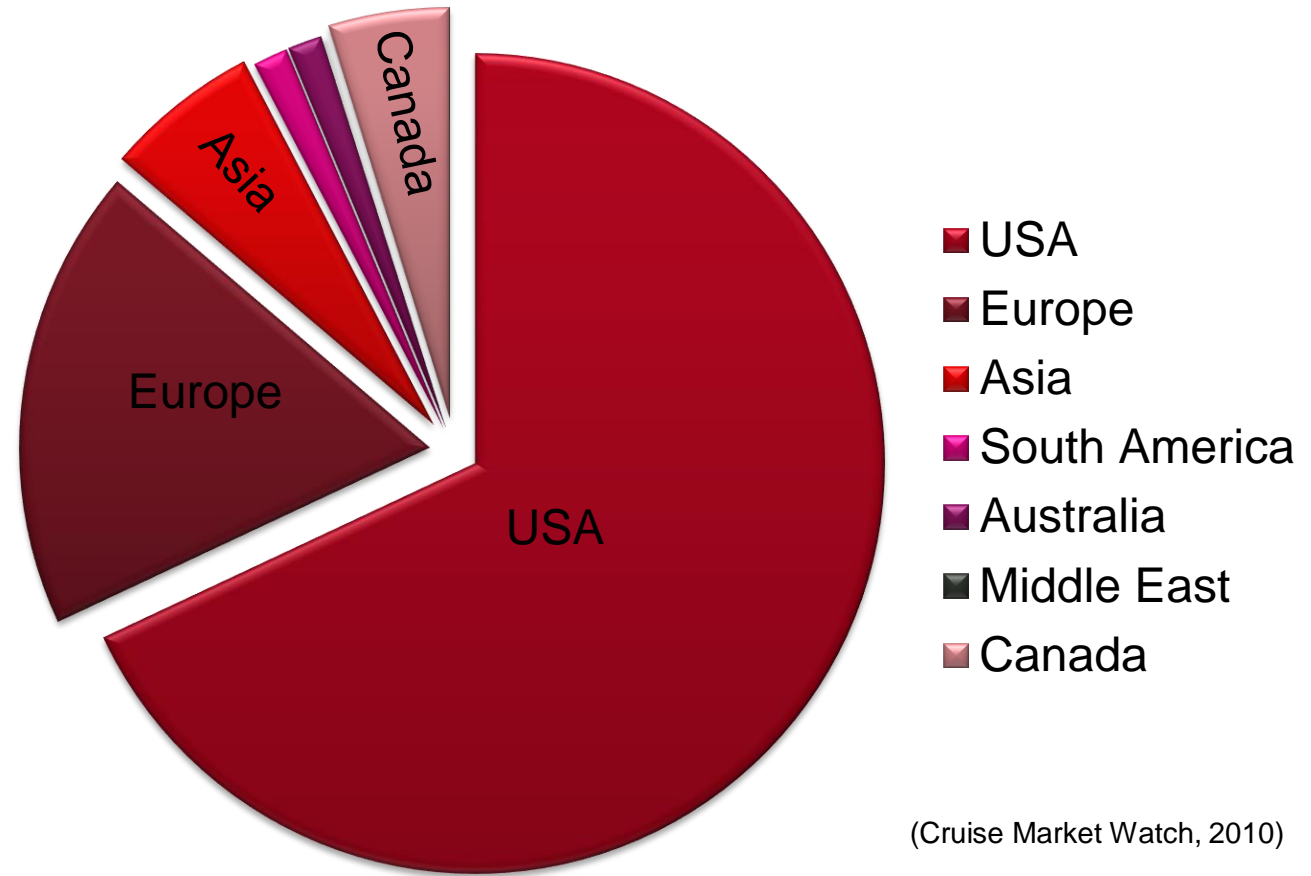
Consumption Patterns for Life Education

Student Participation 2018/19



Consumption Patterns – Cruise Industry

Cruise Line
Market by
Geographic
Segments



Consumption Segmentation for Cruise Industry

- **Explorers** – Take 4+ holidays per year, high wealth
- **Admirals** – Traditional experience, generally older
- **Marines** – Young professionals, active, high income
- **Little Mermaids** – Upper middle class families
- **Escapers/Restless Boomer** – Looking to get away
- **Souvenirs/Budget** – Price sensitive
- **Luxury Seeker** – Price doesn't matter, ultra premium service
- **Adrift** – Unattractive as too low budget, may have potential

(Cruise Market Watch, 2010)
(Cruise Lines International Association, 1996)

Porter's 5 forces: BUYER POWER FOR LIFE EDUCATION

This analysis illustrates that buyer power is low because there is little to no competition in the market in NSW and LE does have the majority of market share. LE is also extremely well priced and are able to provide a high-quality service for each child at a considerably low cost to consumer

Factors to Consider	
Number of customers in the market	<ul style="list-style-type: none"> ➤ 610,000 total students enrolled in primary school in NSW (ABS,2010) ➤ 490,000 total students enrolled in secondary school in NSW (ABS, 2010)
Difference between LE's product offerings and the competition	Little to no competition exists in the market space
Price Sensitivity	<p>LE has a cost structure and a funding structure associated with keeping costs as close to the \$25 mark for each child.</p> <p>In NSW there is a price subsidy of \$6 from the state government, the rest is typically passed on to parents, around \$10</p>
Buyers ability to substitute	Little to no competition in the market space, buyers would most likely substitute LE's programs by relying solely on NSW Board of Studies syllabus
Information available to buyer	Large amount of information available online

Purchase Behaviour Process: An example for Autism Services

Need recognition: They recognise the need of support and assistance for their kids with autism or themselves.

Information search: They browse through options at physical locations or consult online resources such as customer reviews and testimonials. Also, they seek for past interaction and feedback from previous customers as word of mouth is powerful because customers tend to trust each other more.

Evaluation of options: They compare each option in terms of services and supports offered and seek for ones that are suitable and beneficial to their kids or themselves. Also, parents and carers may enquire the opinions and thoughts of their autistic kids as they are the end recipients of this service. Autistic adults may require the help from their family.

Purchase decision: At this point, they have gathered all the information and have made their decision. To help solidate their decision, any additional reinforcements such as great reviews and good reputation are welcomed, and any negative reinforcements must be avoided.

Post purchase: if consumers feel satisfied, it is beneficial for the organisation as consumers will return and actively participate in all services and promote to the autism community by sharing their experience. On the other hand, if it does not meet their needs, consumers will not come back and may share bad reviews with the community.

Where do consumers buy?

Consumers are able to connect and network with 1700 other families and are able to join through the 17 LGA across Sydney and regional NSW or join as a member online. Autism Community network provide a variety of services including yoga, laser tag and etc. (Autism Community Network, 2020).

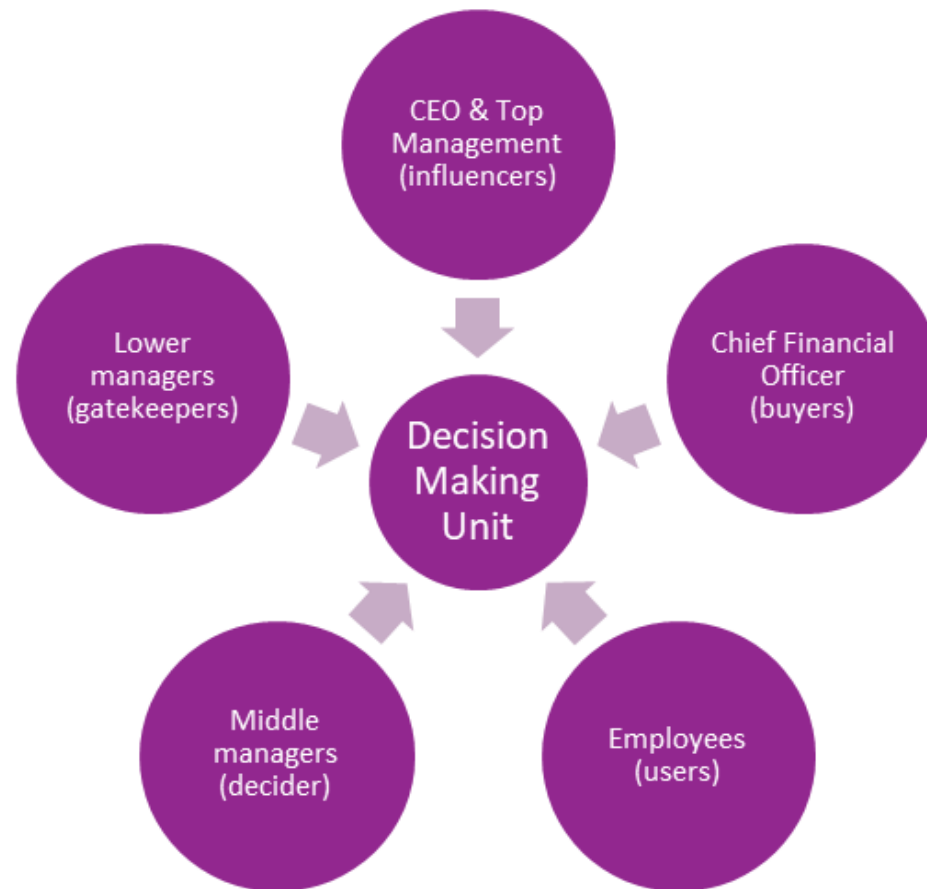
How, When and Where for the Cruise Industry

- Travel Agents relied on more heavily than other Industries
- Growth in Internet bookings
- Fly in-Ship out growth
- Seasonal variations



(Morrison, Yang, O'Leary, & Nadkarni, 1996)

Business to Business Buying Centre – for workplace training



Environmental Impacts on Demand for the Cruise Industry

Negatives

- Perception of Cruising as older
- Safety Considerations
 - Past disasters (Titanic)
 - Health scares (especially post Covid-19)
 - Terrorists and Pirates
- Environmental and eco concerns over emissions, waste etc

Positives

- GFC
- Less than other industries overseas
- New Cruise ships still ordered
- Perception of Cruising becoming younger

(The Sydney Morning Herald, 2010)

PESTLE for BUYER/DEMAND SIDE: for Autism Community

Economic

- Currently all businesses and people are affected by COVID_19 to some extent which includes job security. People are more concerned about self-welfare and are less likely to worry about causes they believe in. Donations are important to charity's success, and without it, organisations will suffer. ACN is in need of heavy funding to help support the organisation
- Clients will need to monitor costs of services as many can't work/find work.

Social

- Charity organizations are associated with the social welfare as they seek to uplift the disabilities sector.
- By raising awareness for autism, the importance to provide services to this sector is highlighted. It is important to educate others about autism. For example, the police service should better understand autism as police may misinterpret behaviours of autistic individuals which may cause serious and avoidable outcomes for these clients.
- COVID-19 limits the interaction with one another, and this has impacted ACN severely as support groups are suspended. There's an increase in online competition due to COVID 19.

Technological

- Many service-based organisations are now available online and with a number of online support programs have been introduced to the ACN community. It is important to further expand ACN's online activities.