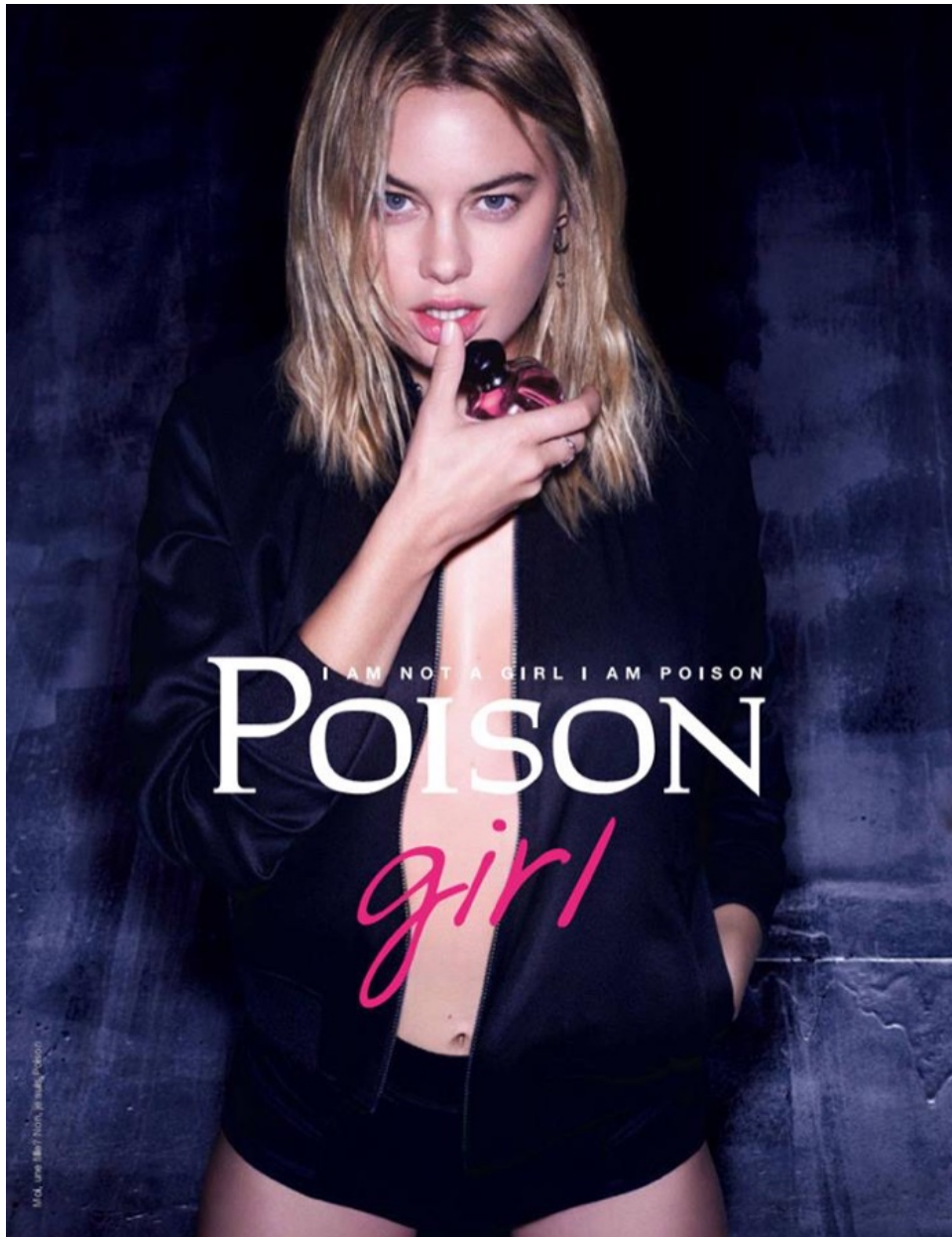


Dior Poison Girl

MKT 6A7 Consumer Behaviour

Jenny Bratherton

By: Tiffany Jagsarran



Executive Summary

Luxury companies today are having trouble reaching the millennial audience. Being the first generation to grow up with advanced technology and various social media platforms, trying to break through all of the clutter and market to them can be difficult. Dior recently launched a spin-off of a perfume they discontinued in 1985, Poison Girl. It was created and marketed specifically with the millennial consumer in mind. The campaign for this perfume conveys how the wearer can feel enticing and powerful once they put it on. Dior was creative with the launch of this fragrance because they had an online video series, various activities and recruited bloggers to spread the word. After thoroughly analysing Dior's target segmentation, the decision-making process, and influences that impact this audience, they were able to successfully achieve their goal in appealing to millennials.

Table of Contents

Market Segmentation	4
Demographic.....	4
Lifestyle and Psychographic.....	4
Usage Situation and Rate: Behavioural	5
Benefit-Related: Behavioral.....	5
Hybrid Segmentation	5
Values and Lifestyles	6
External Influences.....	7
Reference Groups.....	8
Family and Friends	8
Celebrities	9
Online Bloggers	9
Decision-Making Process	9
Problem Recognition	9
Information Search	10
Alternative Evaluation - Heuristics.....	10
Product Choice	10
Post-Purchase Evaluation	10
Internal Influences	11
Risk	11
Personality	11
Motivation	11
Trio of Needs.....	11
Marketing Mix.....	12
Product	12
Price.....	12
Distribution	12
Promotion	13
Recommendations	13
Bibliography.....	14
Appendix.....	16

Market Segmentation

Market segmentation is the method of splitting consumers, or potential consumers, of the market into different segments and targeting them with a specific marketing mix (McDonald and Dunbar, 2010, 9). Studies are conducted to find out the needs and wants of specific consumer groups to satisfy their preferences. They are also used to fill product gaps and determine the best media platforms to place advertisements. In addition, segmentation allows companies to avoid competition by distinguishing their product or service through various packaging, promotional appeal, method of distribution and superior service (Schiffman et al., 2012, 39-40).

In order to create an effective target market segment, it must be: identifiable, sufficient size, stable or growing, accessible through media in a cost efficient method, and compatible with the company's goals and objectives (Schiffman et al., 2012, 40). Segmentation is divided into facts and perceptions based on consumer and consumption-rooted related ideals. Millennials are the identified target market for Dior. Although it is relatively small, it is continuously growing.

See Appendix 1 for the Segmentation Matrix

Demographic

These are measureable statistics of consumers (McDonald and Dunbar, 2010, 11). Based on the advertisements, Dior's key demographic for this campaign were single females aged between 18 and 30. They're millennials, so they're at a stage in their life when they are pulling up their roots and searching for their own identity (Schiffman, 45). They have an annual salary that is less than \$45,000, which is lower than previous generations, have earned their college degree and are currently in an entry level career position (Goldman Sachs, n.d.).

Lifestyle and Psychographic

Psychographics are the consumer's inner feelings that influence them to behave a certain way (McDonald and Dunbar, 2010, 13). Millennials are social butterflies and digital media savvy on various social media platforms (Goldman Sachs, n.d.). They enjoy keeping up with their friends

on social media and going out on the weekends. Millennials also have a high novelty seeking behaviour and will be more likely to try this new perfume. They also prefer experiences over material items, which is why Dior focused this campaign on the New York city club nightlife (Schultz, 2015). New York is considered one of the greatest cities in the world because of its metropolitan values and unpredictability. Poison Girl is positioned as, if you buy this perfume, you can be the spontaneous, provocative and free girl as seen in the commercial.

Usage Situation and Rate: Behavioural

This refers to when and how often the product or service is used (Schiffman et al., 2012, 50). Dior's fragrance consumers are medium users because they are most likely purchasing perfumes on a yearly basis. They are aware of the Dior brand and prestige affiliated it and can develop a strong brand loyalty relationship after this purchase. Poison Girl is to be worn for a fun night out, dates or a special occasion to make the wearer more desirable. Nearly 60% of millennials are brand loyal, therefore, by establishing a deep connection with them, it will be known as their signature scent and they will continue to purchase it (Schwabel, 2015).

Benefit-Related: Behavioral

This strategy is used to position multiple brands within the same product category (Schiffman et al, 2012, 53). One of the benefits of this product is its distinct smell of candied rose petals (Hou, 2017). There is also social acceptance benefit because users are wearing a luxury brand perfume (Schiffman et al, 2012, 43).

Hybrid Segmentation

This combines several segmentation variables instead of relying on one segmentation base (Schiffman, 53). Demographic and lifestyle and psychographic are the most predictive segments in determining Dior's Poison Girl consumer because they are targeting millennials.

Demographic: Dior's fragrance sales have been decreasing within the past few years (Appendix 2) and they have a low brand awareness rate in comparison to Calvin Klein and Chanel

(Appendix 3). Another perfume they produced that gained popular among millennials was Miss Dior, however they released too many variations of it and it got confusing for consumers (Klara, 2014). Therefore, age was an important factor when they were creating this campaign because Dior had to gain the millennial market back, increase brand awareness and increase their fragrance sales.

Lifestyle and Psychographic: Millennials would rather spend their money on experiences over material items, and nearly 34% of users feel guilty when they buy something they don't need (Mintel, 2015) (Schultz, 2015). However, the marketing for Poison Girl makes females feel as though they need this product because it puts an edgy spin to the popular feminist movement. It shows that in wearing this perfume, females can be strong, provocative and desirable, without the help of a man.

	Consumer-Rooted	Consumption-Rooted
Facts	• 18-30 year olds • Female • >\$45,000 • College degree, entry level career	• Yearly purchase • Girls' night out • Date night • Brand loyal (signature scent)
Cognitions	• Digital media savvy • Social butterfly • Enjoys going out on the weekends • Prefers experiences, over material items • Price sensitive	• Desirable, mysterious, provocative • Strong, independent • Wants to be a part of the luxury lifestyle • Brand Aware

Values and Lifestyles

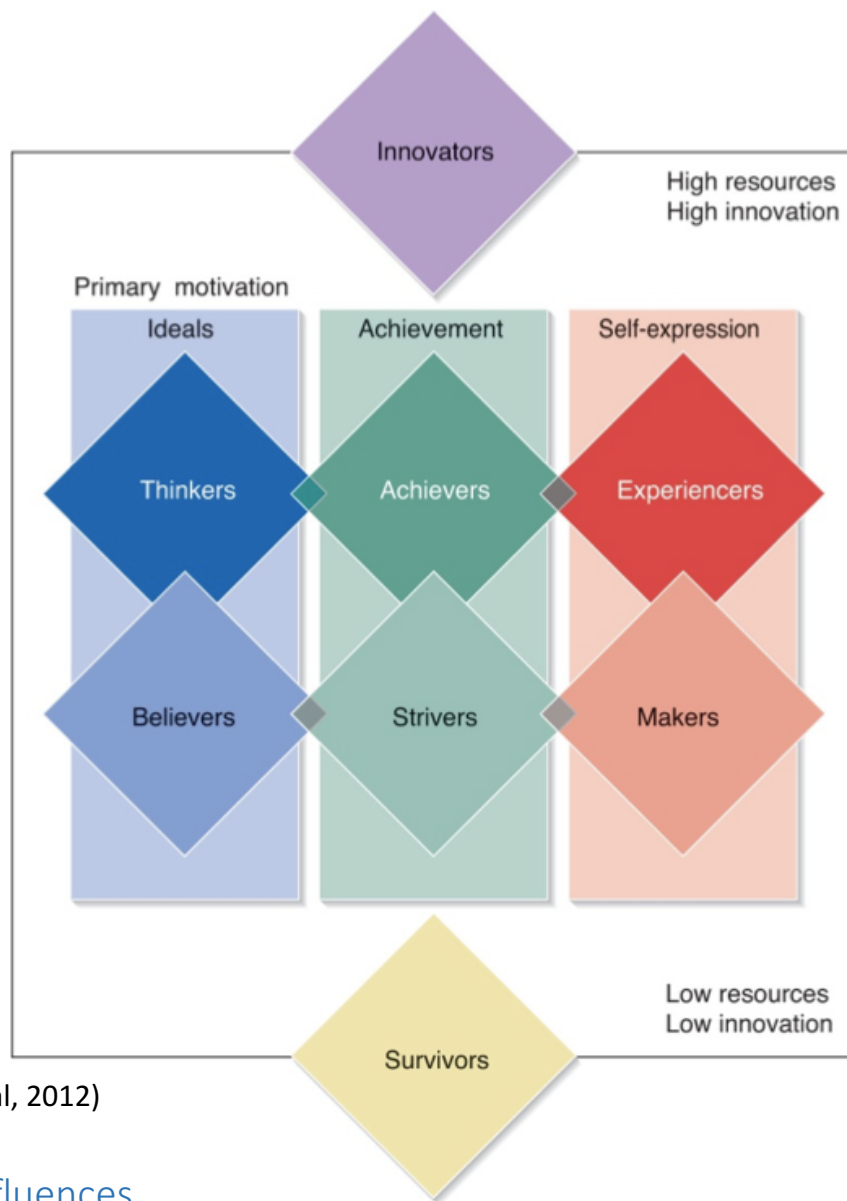
VALS was developed to focus on explaining consumer purchase behaviour and provides a brief profile of consumer traits (Schiffman et al., 2012, 55). Dior targets two segments who are looking for moments of enjoyment and are motivated by achievement and self-expression.

Self-Expression Motivated

Experiencers: Millennials that want a lustful, fun, and spontaneous night out, who want to feel empowered.

Achievement Motivated

Strivers: Willing to spend money on beauty and cosmetics in order to feel good and boost their confidence level.



(Schiffman et al, 2012)

External Influences

External influences include the firm's marketing efforts and sociocultural environment. The latter includes family, informal sources, other non-commercial sources, social class, culture and

subculture. Through the communication model (Appendix 4), a message is transmitted from a sender to receiver via medium (Schiffman et al., 2012, 265). However, word of mouth and eWOM have become popular forms of receiving messages because they are deemed more reliable than traditional forms of advertising (Whitler, 2014). Although, credibility is still a crucial factor in decoding the message for either form of communication (Schiffman et al., 2012, 265).

Reference Groups

This refers to any person or group serving as a point of comparison when an individual is forming general or specific values, attitudes or behaviours. It provides a valuable perspective for understanding the consumer's behaviour (Blythe, 2013, 295). Reference groups can also be divided into four categories: normative, comparative, membership and symbolic. Dior's following is primarily a comparative group because they have aspirational goals. In addition, they can also be a part of a membership group, where people purchase items because they have similar goals (Schiffman et al., 2012, 49). An individual purchasing Dior wants to be a part of the exclusive luxury world and considered to be high-class because they can afford the prestigious French brand.

See Appendix 7 for the following reference groups that have been assigned to Dior's Poison Girl

Family and Friends

They are the consumer's strongest primary group because there is a cohesive relationship which results in similar behaviour and beliefs (Blythe, 2013, 218). They are also the closest comparative group, therefore one will trust their family and friends' opinion the most. According to Nielsen, 92% of consumers believe in recommendations from friends and family over traditional advertising (Whitler, 2014). If your friend has the Poison Girl, you might be prompted to purchase it too.

Celebrities

Serve as a strong indirect aspirational group because one wishes to be them (Blythe, 2013, 218). Consumers want the glamorous celebrity lifestyle where everything seems to be handed to them. Therefore, when consumers see super model Camille Rowe in the commercial for Poison Girl, they will be likely to purchase it in hopes of emulating her.

Online Bloggers

eWOM has become one of the most reliable sources for consumers. Online bloggers have a huge following amongst millennials and they trust their recommendations. Nearly 33% of millennials rely on blogs prefer making a purchase (Schwabel, 2015). Bloggers and influencers invited to the Poison Girl launch were a key factor to the product's success because it had their approval.

Decision-Making Process

When it comes to decision-making, consumers can have either a rational, behavioural influence, or experimental perspective. These different perspectives vary depending on the type of decision and involvement a consumer has (Bratherton, n.d.). The decision making process consists of five steps:

Problem Recognition

This is the stage when the consumer decides to take action because there is a difference between their current state and their ideal state. A buyer of Poison Girl will purchase this perfume over another brand because they desire something new. The consumer might be lacking in confidence and feel that this product could help boost their self-esteem and make them feel strong and sexy. This is also a psychological need related to Maslow's hierarchy of needs (Appendix 5). Furthermore, it is an acquired secondary need through exposure to media. The provocative print advertisements and commercials can make females feel as though they are not putting enough effort into their appearance. It is also based on social standards because in the Western world, there is an expectation to smell nice.

Information Search

This stage can come from either internally or externally. Millennials today may recall spraying their mom's perfume of Dior's Poison, when they were younger. Now that same girl can buy their own bottle of Poison Girl and feel nostalgic (Hou, 2017). External information provided by print and digital advertisements can help consumers make a decision too. When consumers see the attractive Camille Rowe posed in only a bomber jacket and underwear, they see the confidence she exudes. It's a bold print ad as she's making a statement. Consumers might also find out about the product through eWOM from their favourite blogger. One of the many bloggers that were in attendance was Carin Olsson, who has about 1 million followers on Instagram.

Alternative Evaluation - Heuristics

In this stage, consumers debilitate the various options they have to purchase. The evoked set of brands consumers might consider purchasing are Calvin Klein, Chanel, Burberry, and DKNY. A salient attribute consumer's will choose Dior over another brand is because of the country of origin effect. France is known for being the top manufacturer of perfumes, therefore consumers know they will be investing in a quality product. Dior is also one of France's oldest fashion houses so there is heritage, which is where Zipf's Law is relevant because the consumer will choose the leading brand in the end.

Product Choice

Based on the heuristics, consumers will have made the choice of Poison Girl.

Post-Purchase Evaluation

Cognitive dissonance is any doubt the buyer may have after their product choice. Overall, consumers should feel satisfied with their purchase of Poison Girl and have a low level of dissonance. Poison Girl is the latest fragrance to hit the market and attributes to feeling sexy, and strong.

Internal Influences

Risk

There is monetary risk affiliated with buying luxury product. Millennials are price sensitive because they have a low disposable income (Goldman Sachs, n.d.) (Schwabel, 2015). There is also social risk associated because consumers might feel insecure because they do not have the latest fragrance. The commercial invokes a feeling that the user will gain self-confidence when they wear it (Bratherton, n.d.)

Personality

Poison Girl taps into ideal social self-image, which is how consumers want to be perceived by others. They want to be feel exclusive because they can afford luxury products and will gain this confidence by purchasing the perfume.

Motivation

Motivation is the force within consumers that prompts them to act to fulfil an unsatisfied need. It is caused by tension, which then results in the buyer engaging in behaviour they believe will reduce the tension (Schiffman et al., 2012, 99). Based on Maslow's hierarchy of needs, a theory suggesting the foundation of human motivation is human needs, Dior's Poison Girl is classified as egoistic needs (Schiffman et al., 2012, 115). This egoistic need is composed of the prestige of using a luxury product and gaining attention for its distinct scent.

See Appendix 8 for the motivation model and Appendix 5 for Maslow's Hierarchy of Needs

Trio of Needs

The trio of needs consists of power, affiliation and achievement and is commonly associated with luxury products. Power refers to controlling one's environment and will result in an increased self-esteem. In purchasing Poison Girl, users will feel superior because they are wearing the latest perfume from a top fashion house. Affiliation is the desire for acceptance and belonging. Consumers will feel as though they belong in the selective luxury sector because

they can afford a Dior perfume. Achievement is associated with personal accomplishment. Those who buy Poison Girl will think they are better than the people around them because they can keep up to date with the latest cosmetics trends (Schiffman et al., 2012, 119).

Marketing Mix

See Appendix 6 for the perceptual map and where Dior is positioned.

Product

Poison Girl is the spin-off of the perfume Dior discontinued in 1985 (Strugatz, 2017). The scent of candied rose petals is very distinct and precise because it took the creator 150 tries before perfecting it. The colour of the perfume is also pink, which is another quality to make it appealing to female. Pink symbolizes femininity, intimacy and provides reassurance that everything will be alright (Color-Meanings, 2017). Also, Dior is luxury brand and already has a high brand awareness and reputation (Hou, 2017).

Price

There are three bottle variations that are different in terms of price and size. The 30 ml., 50 ml., and 100 ml. sizes retail at \$60, \$78 and \$100 respectively (Strugatz, 2017). Within the launch of Poison Girl, Dior released the 30 ml. from the beginning when they usually wait one or two years. They did this to make it the product more attainable for millennials, who are price sensitive, so they could afford it. This pricing strategy might also prompt them to purchase the medium sized bottle, which only cost \$18 more.

Distribution

The product is available at popular retailers all over the world from Macy's, Sephora and Harrods. It is also available online, where millennials do most of their shopping, on the Dior website (Gasca, 2015). This is a good strategy because in 2014, it was recorded that 83% of millennials had made online purchases (Goldman Sachs, n.d.).

Promotion

Millennial favourite model, Camille Rowe, was featured in commercials, print and media advertisements. She is a credible endorser and there are no gaps because she was previously featured in the successful Dior Homme campaign with Robert Pattinson. The commercials for Poison Girl include a Poison Club which has a series of dancing videos with upbeat music. Provocative print advertisements were used as well and featured on billboards, and online platforms such as VOGUE. Dior also had a stand in the Galleries Lafayette shopping centre where buyers' can have their name engraved on the bottle. This was appropriate because it was in France, which is the fashion house's origin. Furthermore, there was a Poison Girl Club event in New York city to launch the perfume. Dior rented out a nightclub and had millennial favourite bloggers in attendance to post onto their social media platforms that reach millions of users.

Recommendations

Dior should continue to effectively promote Poison Girl on social media because 34% of millennials like brands more when they use social media (Goldman Sachs, n.d.). LVMH also reported a 4% revenue growth for the first quartering and mentioning how successful Poison Girl was (LVMH, 2016). Furthermore, the selective distribution strategy is also in alignment of Dior's brand image and positioning as a luxury retailer. Since the perfume is available at a selective amount of distributions and e-commerce sites, the demand for it has increased.

Bibliography

Blythe, J. (2013). *Consumer Behaviour*, n.p.: Los Angeles, CA. : SAGE, 2013., Regent's University London Library Catalogue, EBSCOhost, viewed 30 March 2017.

Bratherton, J. (n.d.). *Consumer Behaviour: Seminar 2*. (Accessed 30 March 2017)

Color-Meanings (2017). *Pink Color Meaning*. Available at: <http://www.color-meanings.com/pink-color-meaning-the-color-pink/htm> (Accessed 30 March 2017)

Gasca, P. (2015). 8 shopping habits of millennials all retailers need to know about. Available at: <https://www.entrepreneur.com/article/253582> (accessed 30 March 2017)

Goldman Sachs (n.d.). *Millennials Coming of Age*. Available at: <http://www.goldmansachs.com/our-thinking/pages/millennials/> (Accessed 30 March 2017)

Hou, K. (2017). It took 150 tries for Dior to make their next hit perfume for millennials. Available at: <http://nymag.com/thecut/2017/02/how-diors-poison-girl-was-made.html> (accessed 30 March 2017)

Ipsos. n.d. *Share of affluent household members in the United States who used Christian Dior brand personal care products or fragrances (2011 to 2014)*. Statista. Available at: <https://www-statista-com.rlib.pace.edu/statistics/251857/affluent-americans-who-use-christian-dior-brand-personal-care-products-or-fragrances/> (Accessed 30 March, 2017)

Klara, R. (2014). *How the fashionable miss. Dior devolved into a mass-market perfume for millennials*. Available at: <http://www.adweek.com/brand-marketing/how-fashionable-miss-dior-devolved-mass-market-perfume-millennials-158608/> (accessed 30 March 2017)

LVMH (2016). *Press Release*. Available at: <https://www.lvmh.com/news-documents/press-releases/4-revenue-growth-in-2016-first-quarter/> (Accessed 30 March 2017)

McDonald, M., and Dunbar, I. (2010). *Market Segmentation: How To Do It, How To Profit From It*, n.p.: Oxford: Goodfellow Publishers, 2010., Regent's University London Library Catalogue, EBSCOhost, viewed 30 March 2017.

McLeod, S. (2016). *Maslow's hierarchy of needs*. Available at: <https://www.simplypsychology.org/maslow.html> (accessed 30 March 2017)

Mintel (2015). *Lifestyles of Millennials*. Available at: http://academic.mintel.com/insight_zones/15/ (Accessed 30 March 2017)

Schiffman, L. Kanuk, L., and Hansen, H. (2012). *Consumer Behaviour: A European Outlook*, n.p.: Harlow: Financial Times Prentice Hall, 2012., Regent's University London Library Catalogue, EBSCOhost, viewed 30 March 2017.

Schultz, B. (2015). *Not just millennials: Consumers want experiences, not things*. Available at: <http://adage.com/article/digitalnext/consumers-experiences-things/299994/> (accessed 30 March 2017)

Schwabel, D. (2015). *10 new findings about the millennial consumer*. Available at: <https://www.forbes.com/sites/danschawbel/2015/01/20/10-new-findings-about-the-millennial-consumer/#89e7c1e6c8f4> (accessed 30 March 2017)

Statista. n.d. *United States: Which of these fragrance brands are you aware of?* . Statista. Accessed 31 March, 2017. Available from <https://www-statista-com.rlib.pace.edu/statistics/495719/fragrance-brand-awareness-in-us/>.

Strugatz, R. (2017). *Dior poison girl targets millennials with U.S. launch*. Available at: <http://wwd.com/beauty-industry-news/fragrance/dior-poison-girl-camille-rowe-comes-to-the-u-s-10771137/> (accessed 30 March 2017)

Whitler, K. (2014). *Why word of mouth marketing is the most important social media*. Available at: <https://www.forbes.com/sites/kimberlywhitler/2014/07/17/why-word-of-mouth-marketing-is-the-most-important-social-media/#33e7f3454a8c> (accessed 30 March 2017)

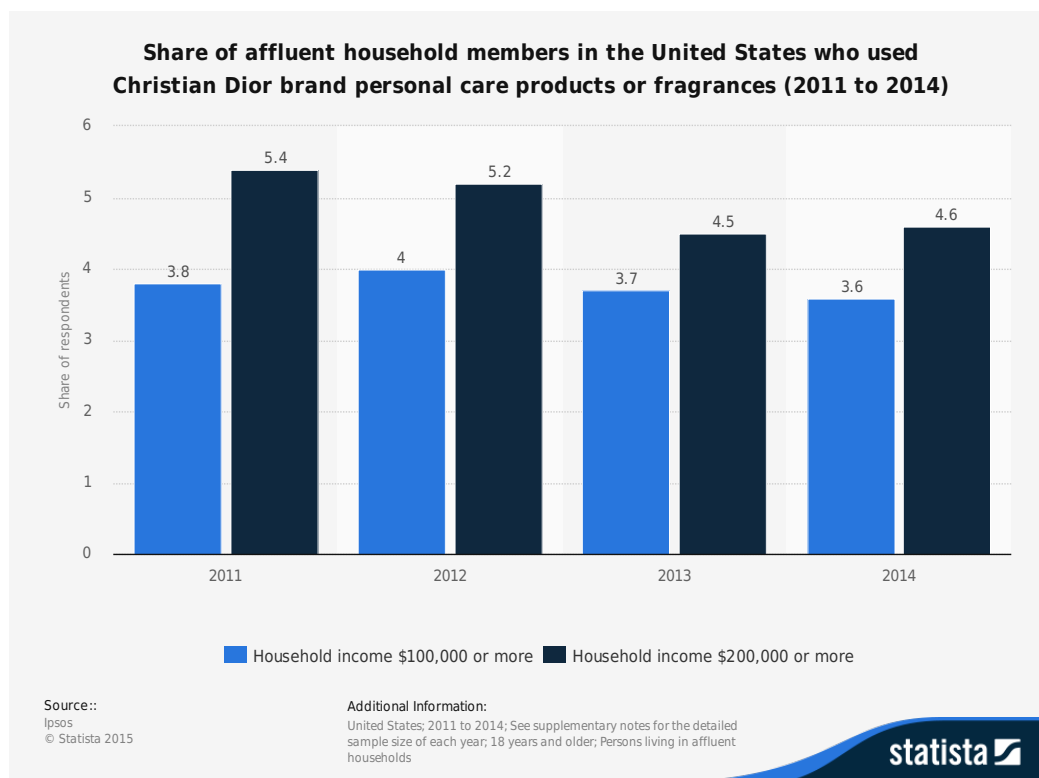
Appendix

Appendix 1

	Consumer-Rooted	Consumption-Specific
Facts	<i>Empirical Personal Features</i> * Demographics: age, age cohorts, gender, marital status, family life cycle, income, education, occupation, social class * Geographic location, address, and geodemographics	<i>Usage and Purchase Behaviors</i> * Usage rate * Usage situation/occasion * Brand loyalty (the behavior component) * Psychographics—factual behaviors (e.g., leisure activities, hobbies)
Cognitions	<i>Personality, Lifestyles, and Sociocultural Values</i> * Personality traits * Lifestyles, psychographics, and VALS * Sociocultural values and beliefs	<i>Attitudes and Preferences Regarding the Product</i> * Benefits wanted * Level of involvement * Awareness of product alternatives * Brand loyalty—perceived commitment and level of relationship

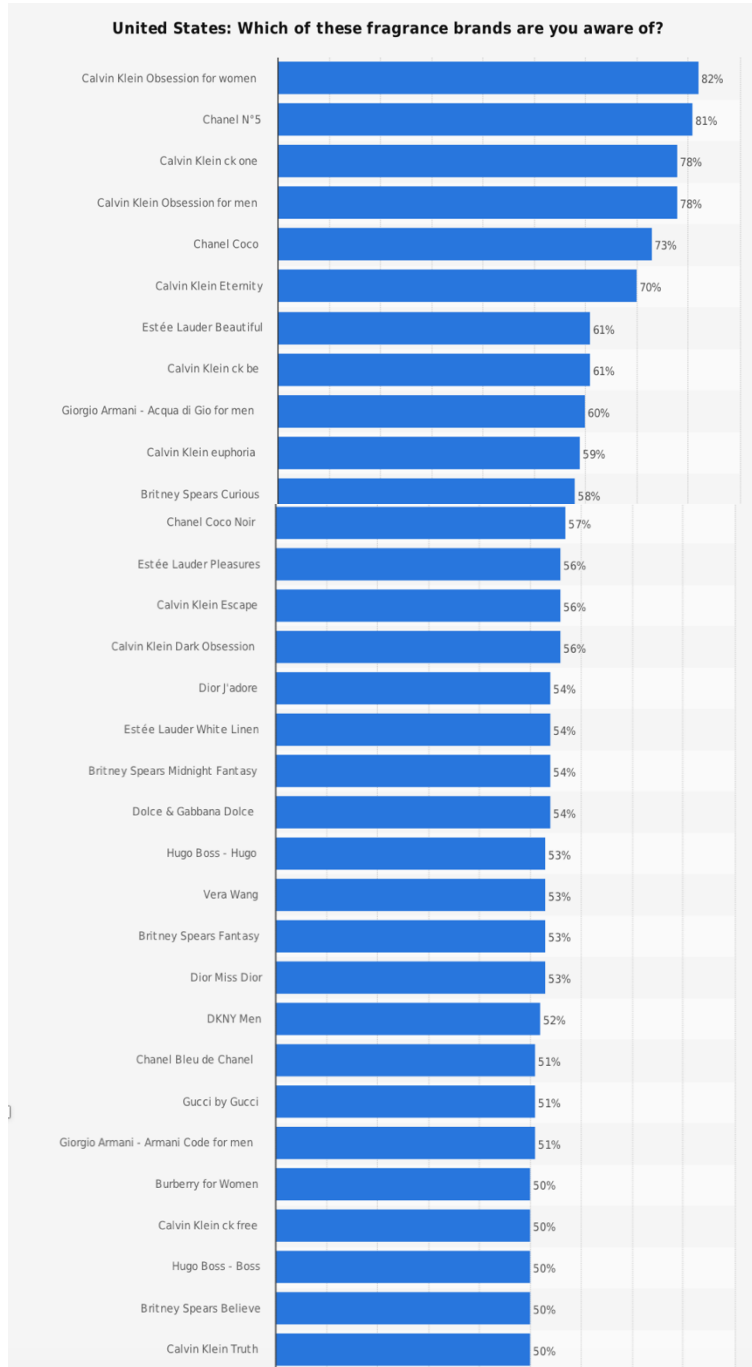
(Schiffman, et al., 2012)

Appendix 2

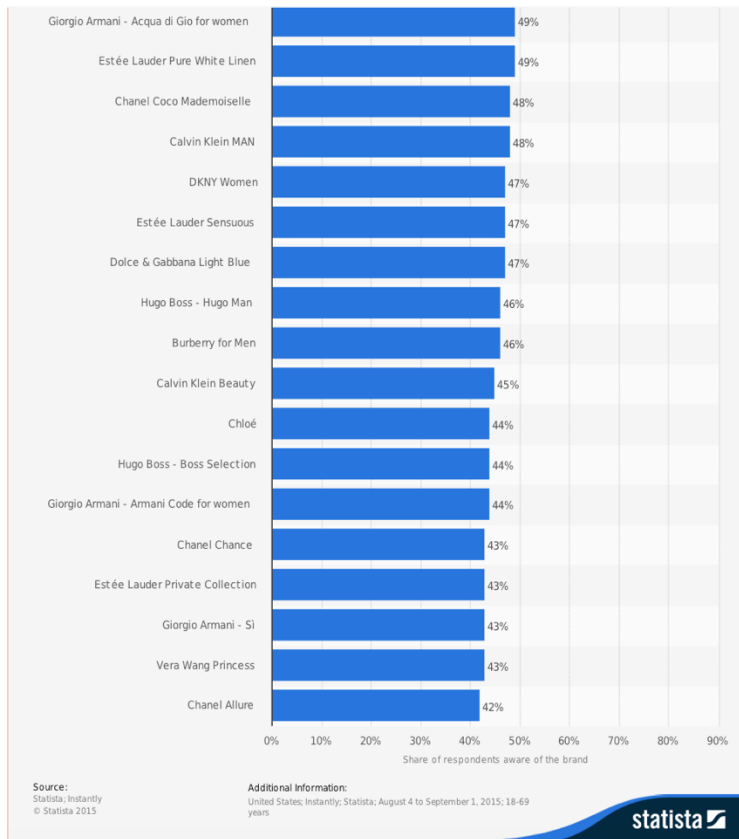


(Ipsos, n.d.)

Appendix 3

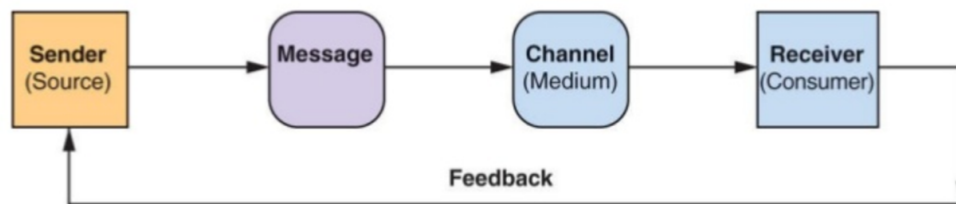


Appendix 3 (continued)



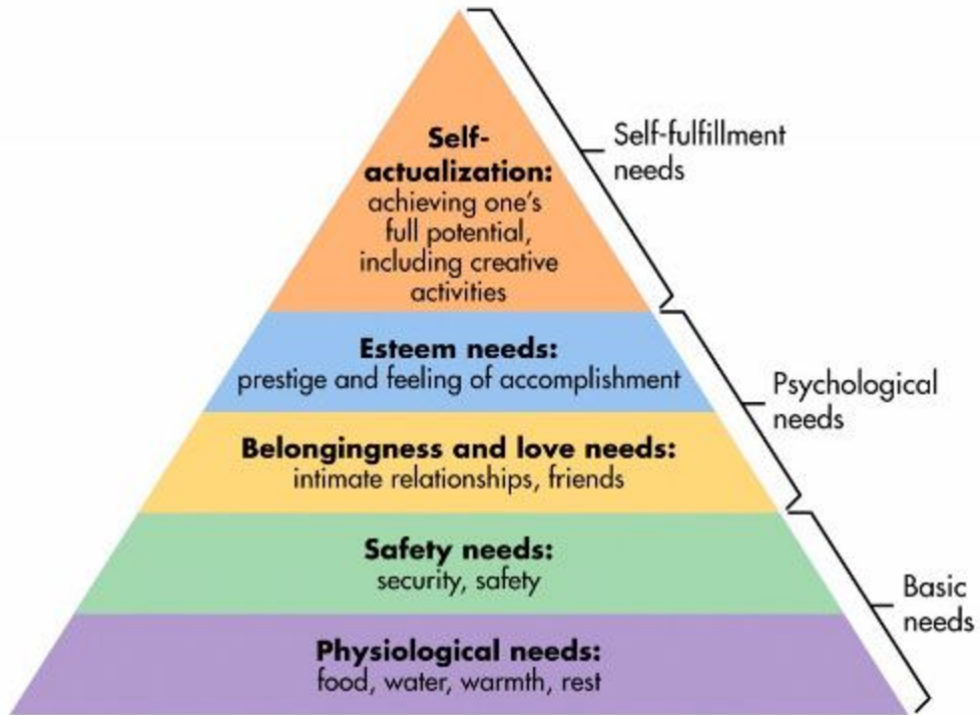
(Statista, n.d.)

Appendix 4



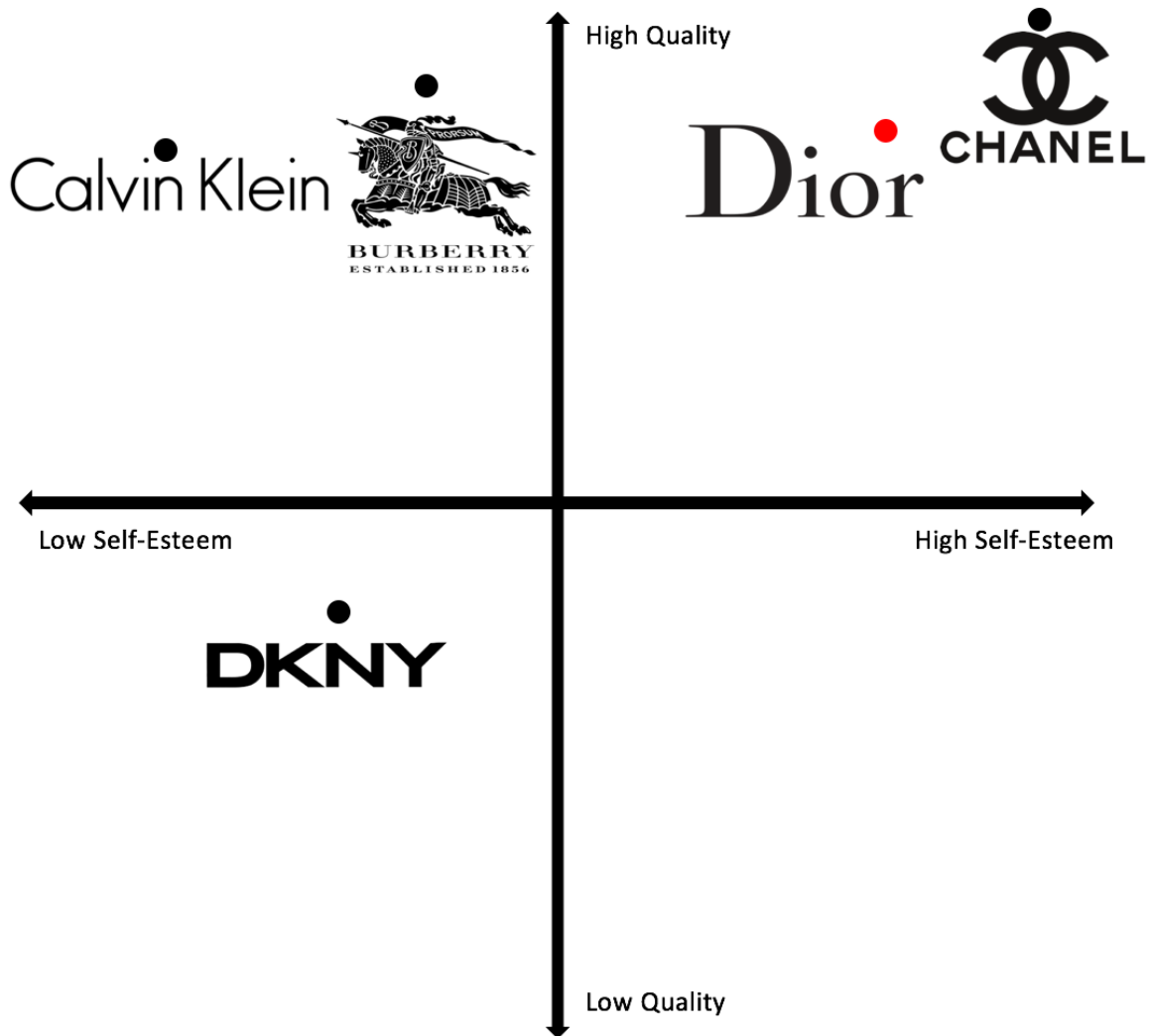
(Schiffman et al., 2012)

Appendix 5



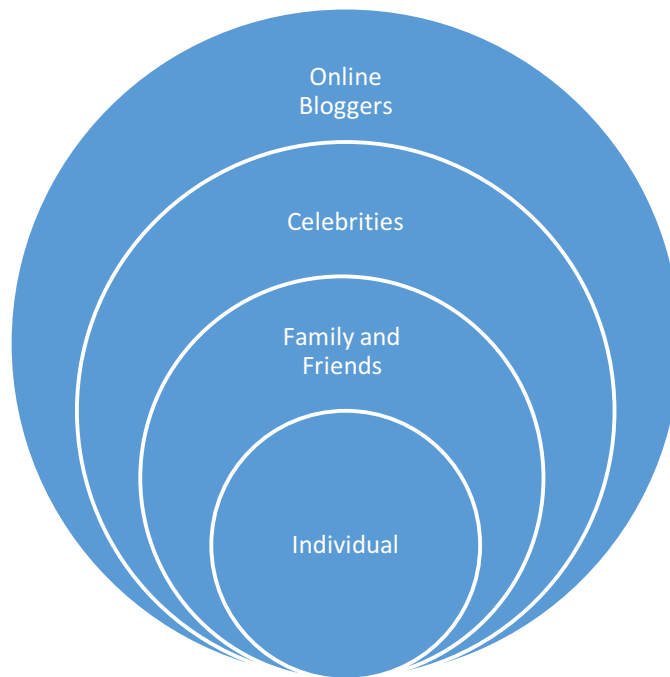
(McLeod, 2016)

Appendix 6

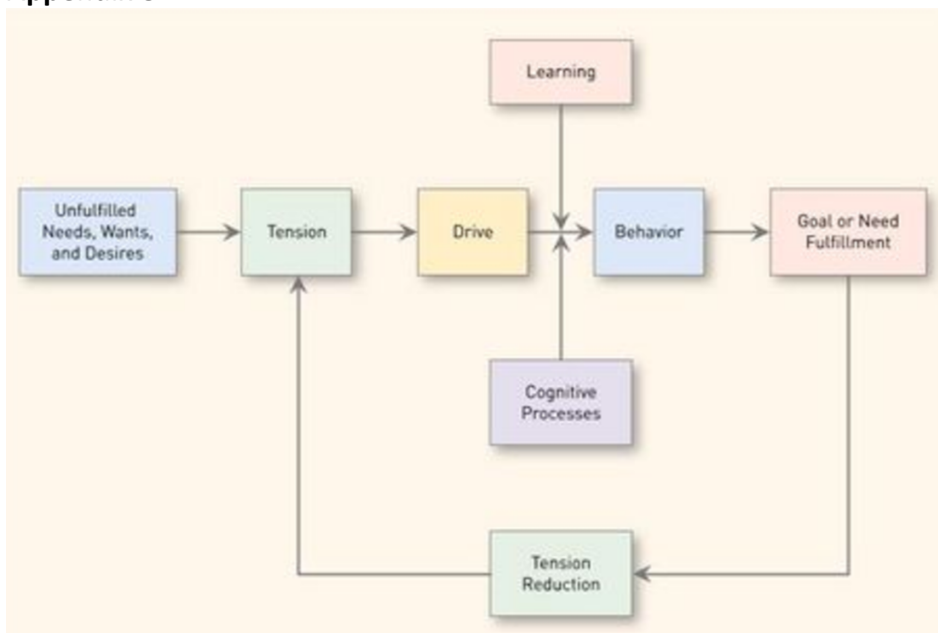


DKNY is considered to be cheap because it does not cost as much as the other brands. It is also not exclusive because you can find their products in average retailers. The consumer usually wears this as their everyday go-to perfume. Calvin Klein and Burberry are high quality brands, because they are available at premium outlets. However, their fragrances are ubiquitous and used by a larger audience, therefore the wearer doesn't feel unique. Chanel is the ultimate luxury French fashion house and their products are priced at a higher point in comparison to the other brands. When the consumer puts on their Chanel perfume, it is usually for a special occasion. Dior is another French fashion house and prices their products at a slightly lower price point than Chanel. Dior's Poison Girl can make the wearer feel empowered and increase their self-esteem for a night out with friends or out on a date.

Appendix 7



Appendix 8



(Schiffman et al., 2012)