

FSP Consumer and Shop Segmentation Method

The FSP method of consumer segmentation came out of research which identified 5 key groups amongst shoppers for fashion merchandise. It is equally applicable to shops, based on their targeted shoppers.

Self-Perception

Consumer purchasing behaviour is largely determined by self perception of their own 'thinking age': how young or old do I feel? What age-related values do I seek to project?

There are five self-perception groups:

- Thinking Young
- Thinking Assured
- Thinking Family
- Thinking Classic
- Thinking Old

Young

Those who think themselves as young, for whom peer group pressure to conform is strong and fashion a powerful identifying statement.

Assured

This group sees itself as young but no longer immature, or led by peer group pressure. They are able to make up their own minds and are sophisticated in their choice. They do not adopt attitudes, customs or lifestyles which reflect values typical of older self-perception groups.

Family

The Family segment is dominated by financial considerations of running the home and caring for the family, which take precedence over self-indulgence. However, members of this group can, and often do, 'migrate' temporarily to the Assured or Classic segments when spending on discretionary or 'special occasion' purchases. How often they do so depends on how much is available after essential family spending.

Classic

This group is typically, though not universally, post-family and includes 'empty-nesters'. In self-perception terms it has many similarities with Assured, differing only in possessing less self-confidence about the 'rightness' of purchase decisions, often expressed in terms such as *'it's a bit young for me'*.

Old

The group of people whose attitude to self can be summarised as 'given up'. They no longer want to make any positive statement about themselves through their purchases.

Purchase Perception

There are four key perceptions consumers hold about merchandise:

- Fashionable
- Individual
- Safe
- Homely

Fashionable

Attitudes here are concerned with purchases which demonstrate the individual's fashionability - being 'up to the minute'. Adherence to peer group dress codes and other tokens of group identity are the overriding considerations.

Individual

These are purchases where the required projection is to demonstrate enough 'savoir faire' to distinguish between transitory fashion and taste. The consumer knows what suits his/her lifestyle and is able to make up his/her own mind.

Important requirements are that the purchase should not be recognisable as being from a particular shop: if branded, that the particular performance has been thought about and recognised as fulfilling a clearly defined need. Style, individuality and exclusivity are important.

Safe

These are purchases where the required projection is 'value for money' for goods with performance at average levels. These include many mass-market branded products which do not make distinctive claims for performance and goods recommended in "Which?" magazine.

This is a particularly important area for those whose self perception is Assured, Family or Classic and who see themselves as having less discretionary spending and who play safe in their purchase decisions.

Homely

These are purchases where the requirement is for no projection of particular values at all and items are bought purely for replacement. Price is important for goods whose main attribute is utility.

Consumer & Shop Segmentation

Purchase Perception	Fashionable	Individual	Safe	Homely
Self-Perception				
Young				
Assured				
Family				
Classic				
Old				