

Market response onderzoek en marktverzadiging

Januari 2019, Marcel Kornelis



WAGENINGEN
UNIVERSITY & RESEARCH



100years
1918 — 2018

Introductie: Wie ben ik?

marcel.kornelis@wur.nl

WECR

Quantitative Marketing Modeling

Market Response Analysis

Evaluation and prediction of market growth

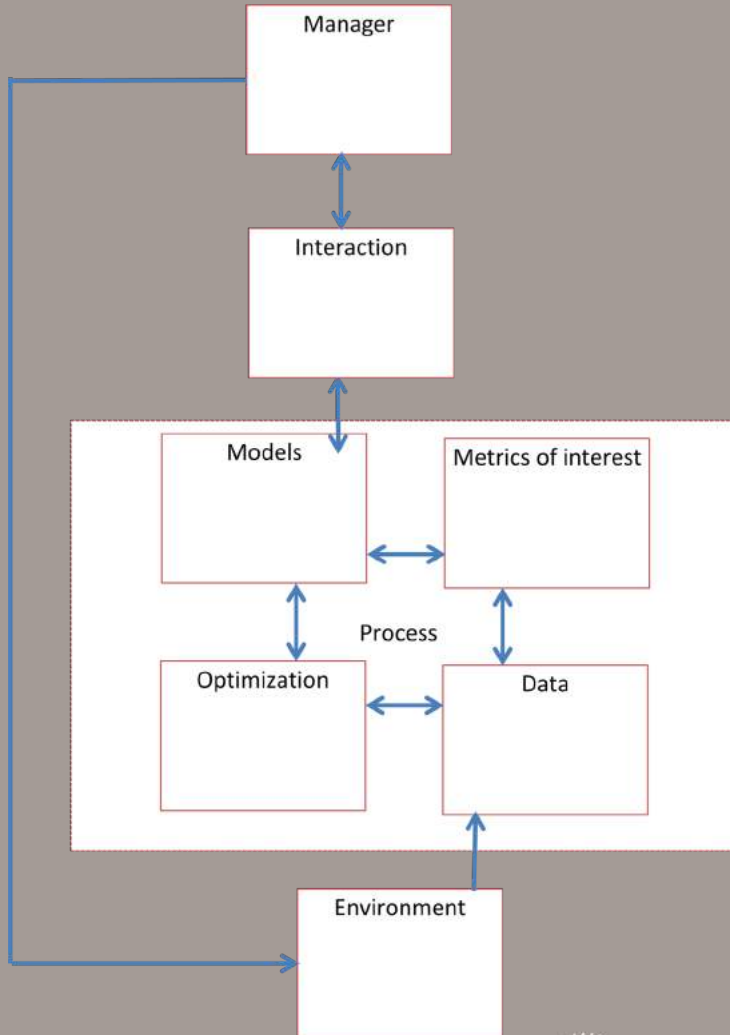
Consumer behavior



WAGENINGEN
UNIVERSITY & RESEARCH



Introductie: ons werk in een diagram



Manager: Practitioner who needs research outcomes to improve the decision making process of an organization

Interaction: communication between the research process and the manager

Models: Organizing framework that balances the research benefits with the research efforts

Metrics: Toolbox that quantifies the metrics of focal interest

Optimization: providing the relevant outcomes in a useful sequence

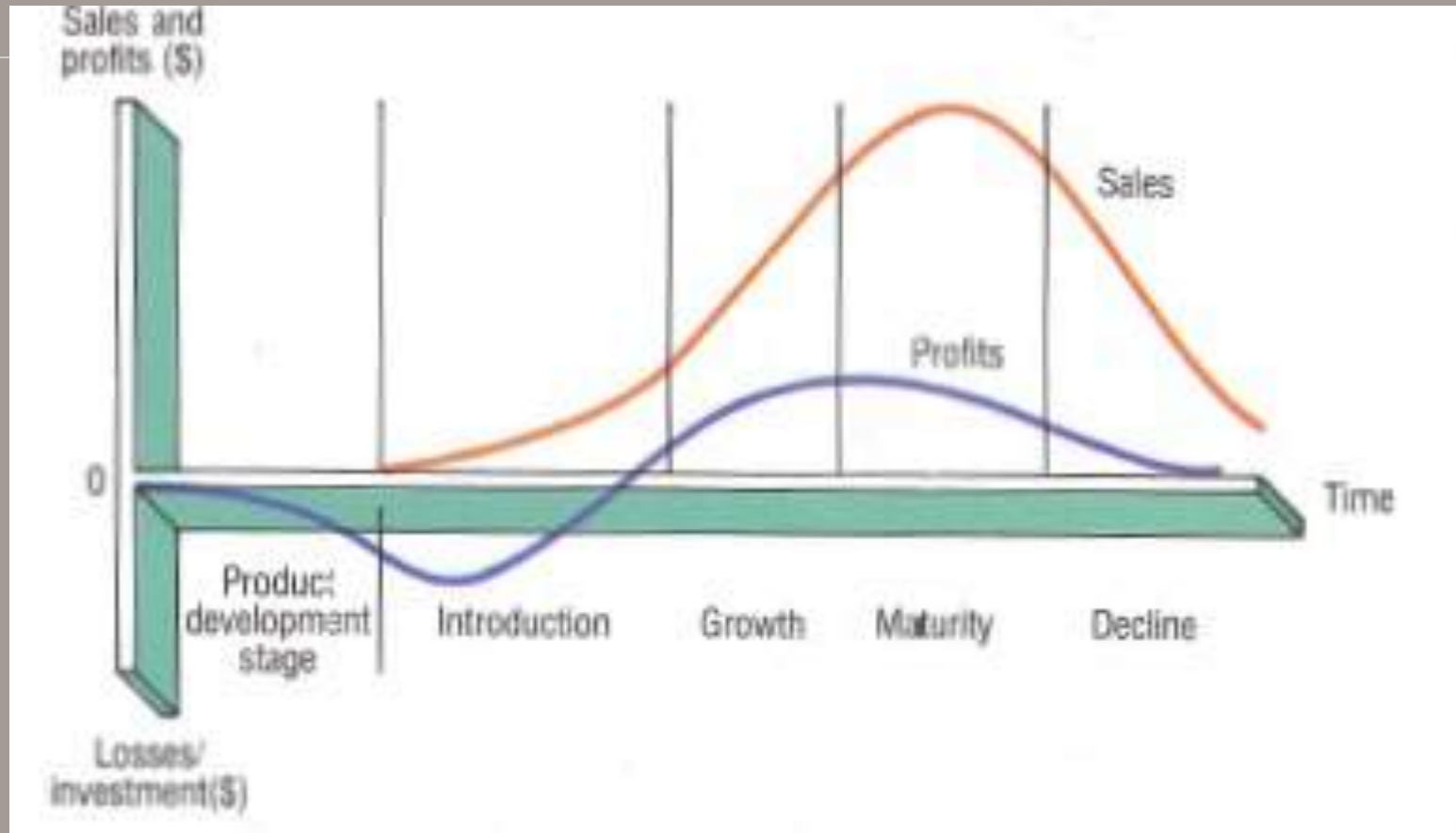
Data: Observations that contain relevant information

Environment: Market in which the organization performs

Process: Routing of the interactions of the components

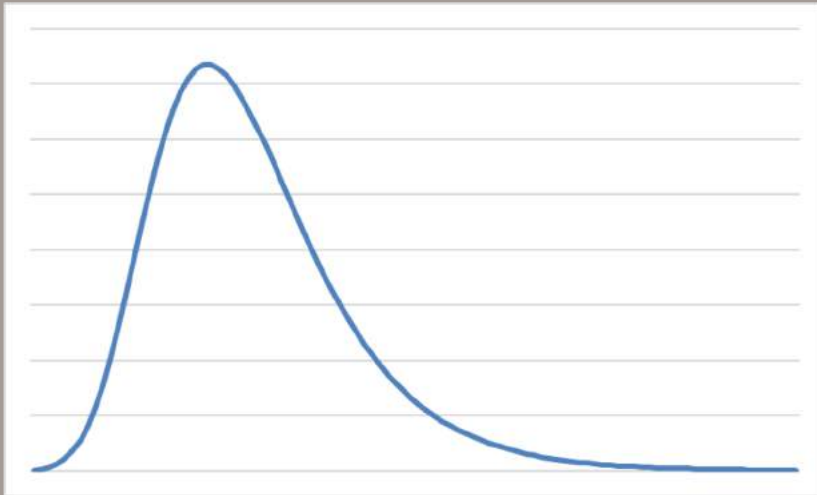


Interesse: product-life cycle nieuwe varianten

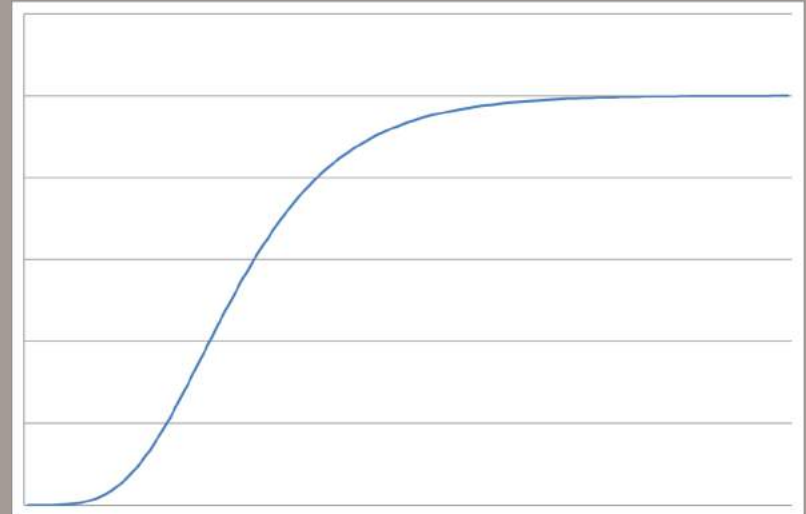


Source: Kotler & Armstrong (2013)

Marktverzadiging



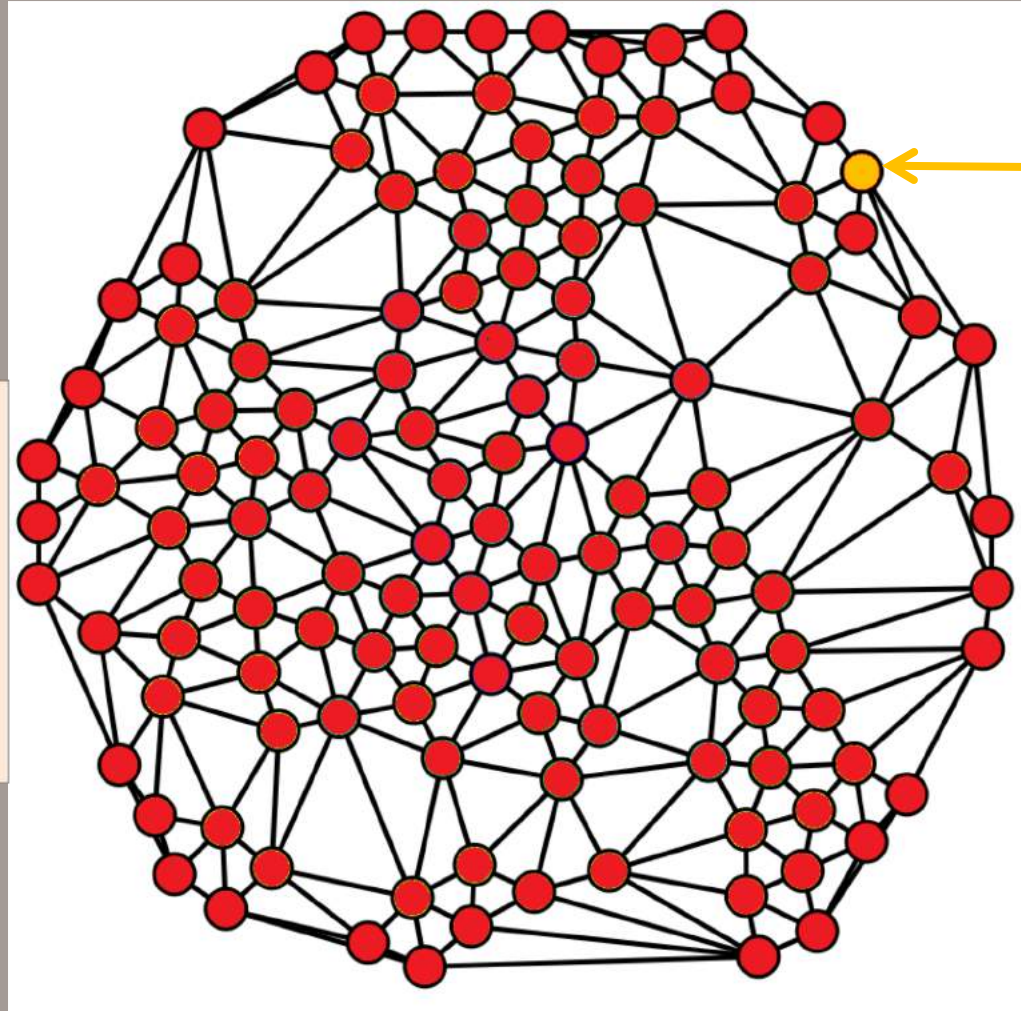
Sales



Cumulative Sales

Internal influence market structure

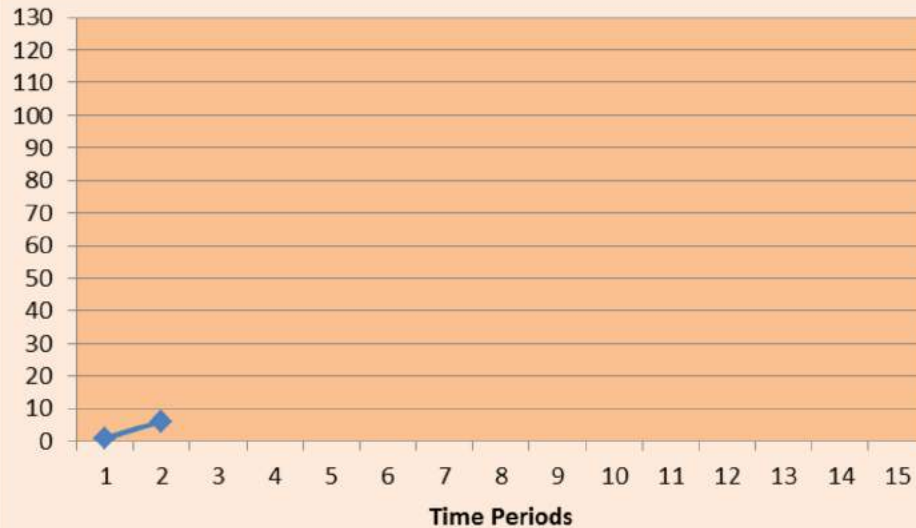
Served	Potential	M
1	127	128



Internal influence market structure

Served	Potential	M
--------	-----------	---

6	122	128
---	-----	-----



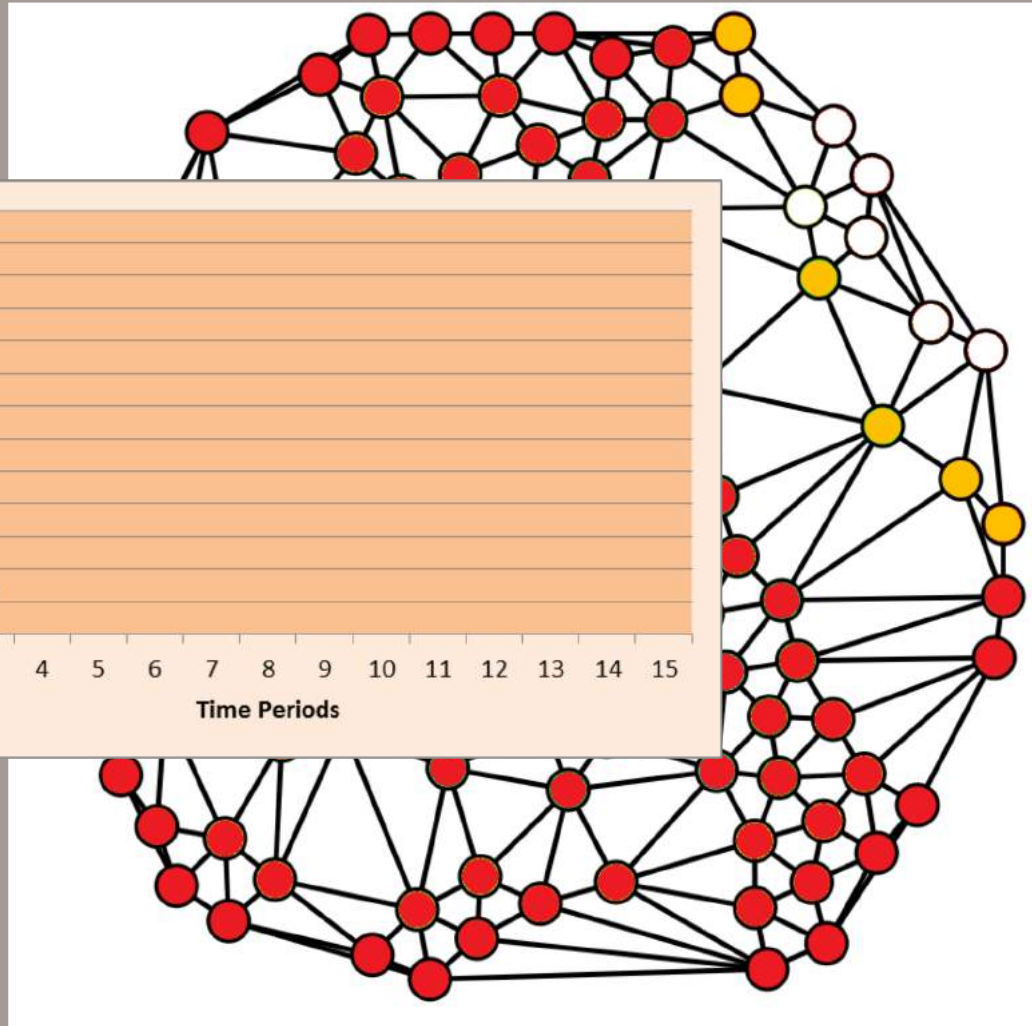
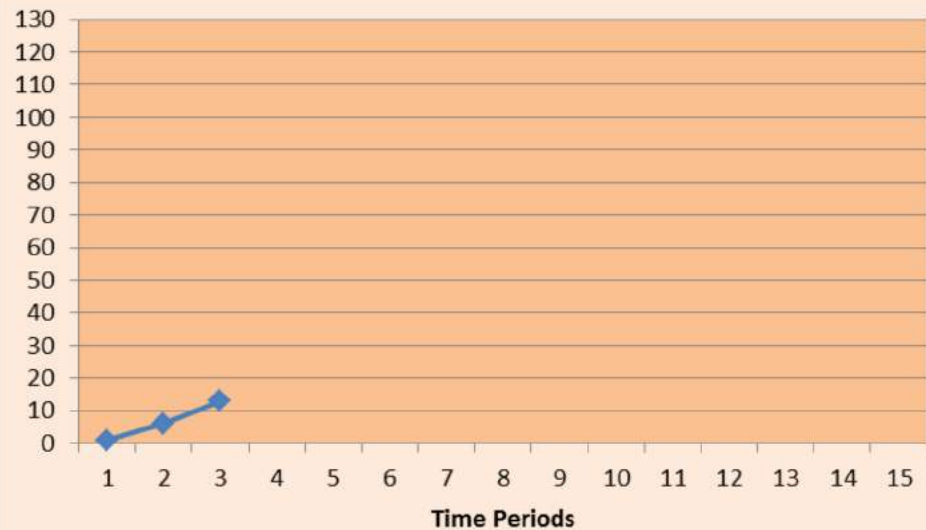
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

13	115	128
----	-----	-----



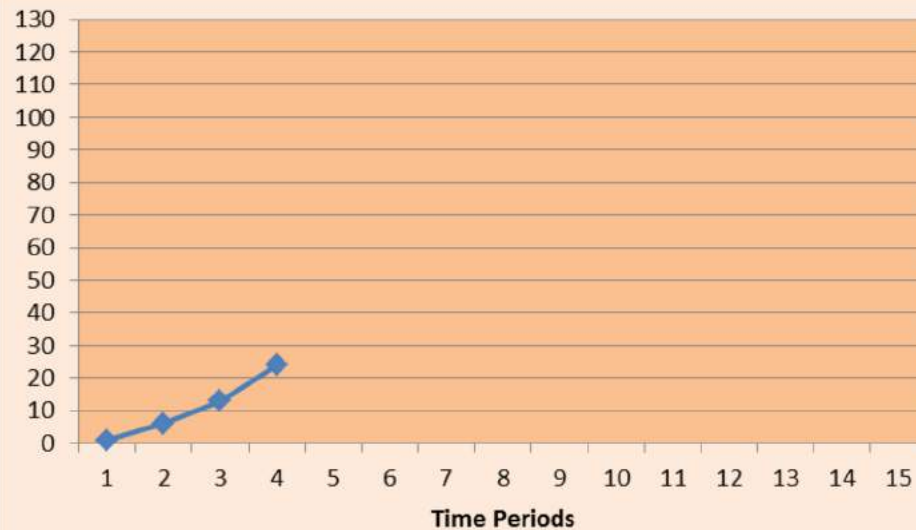
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

24	104	128
----	-----	-----



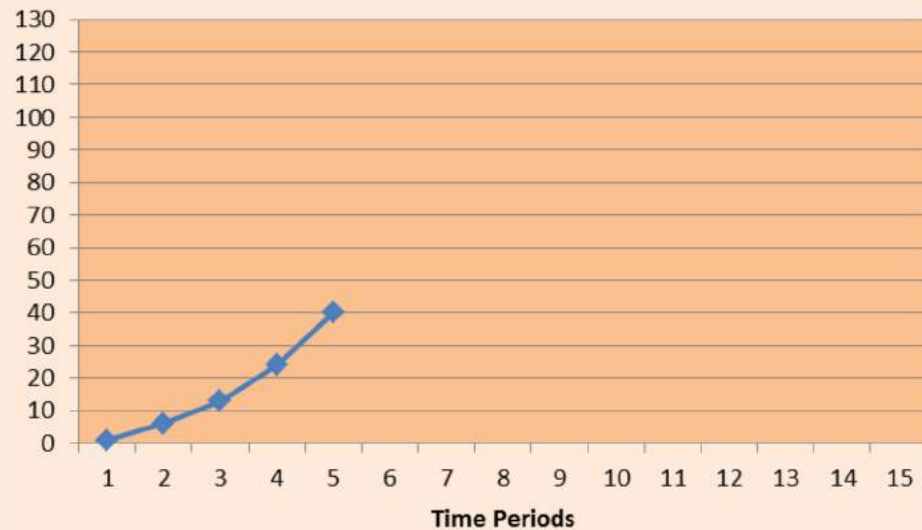
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

40	88	128
----	----	-----



WAGENINGEN
UNIVERSITY & RESEARCH

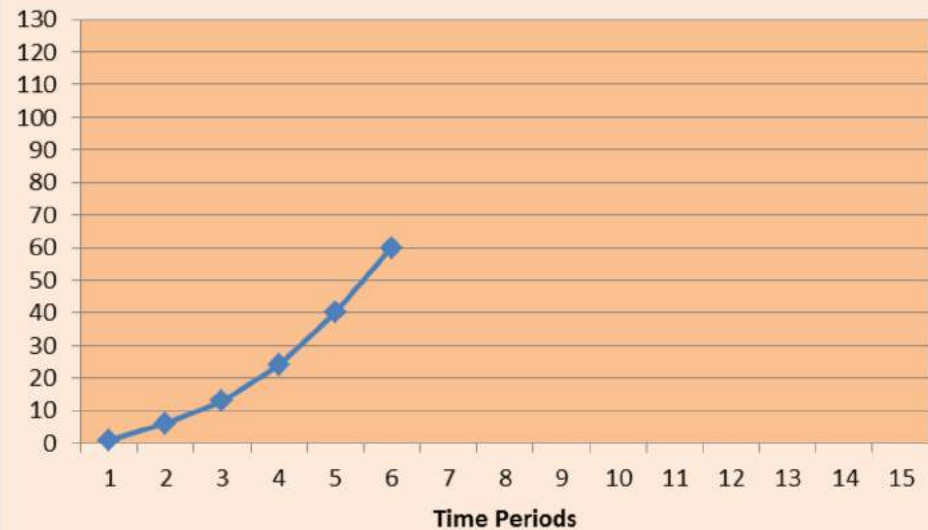


100 years
1918 — 2018

Internal influence market structure

Served	Potential	M
--------	-----------	---

60	68	128
----	----	-----



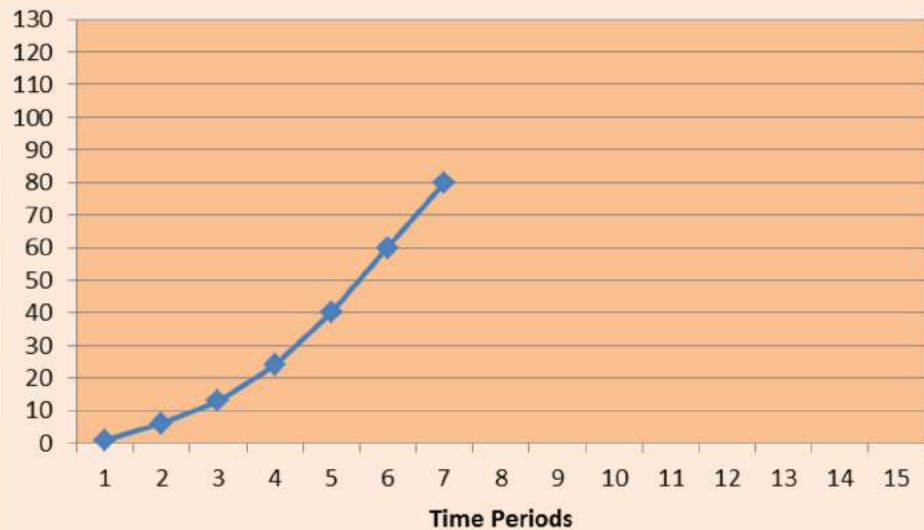
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

80	48	128
----	----	-----



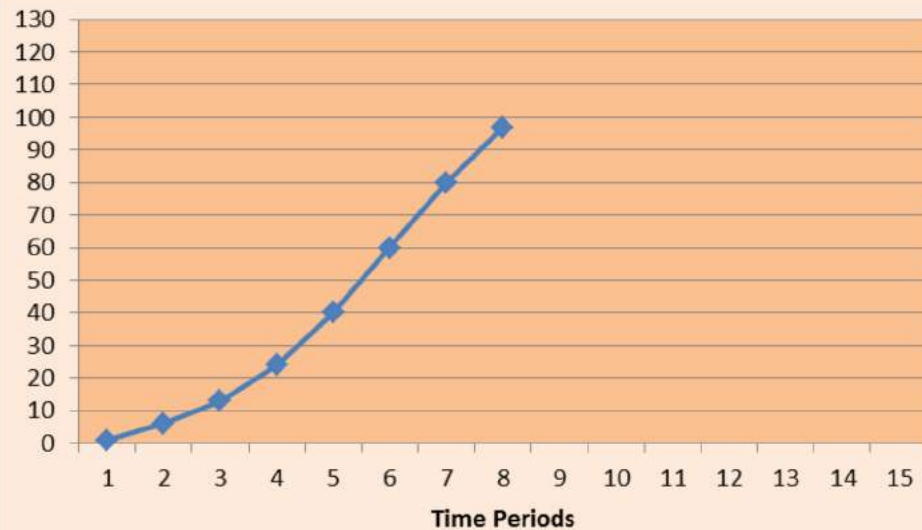
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

97	31	128
----	----	-----



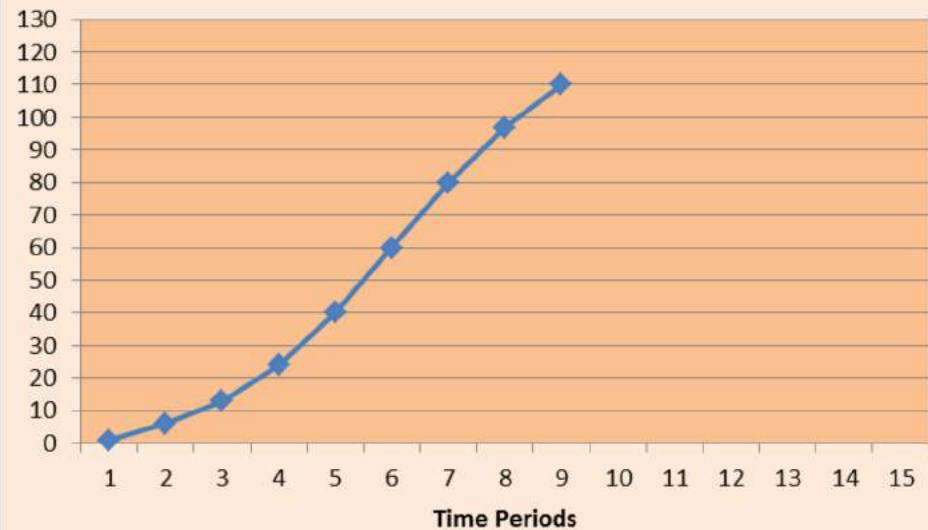
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

110	18	128
-----	----	-----



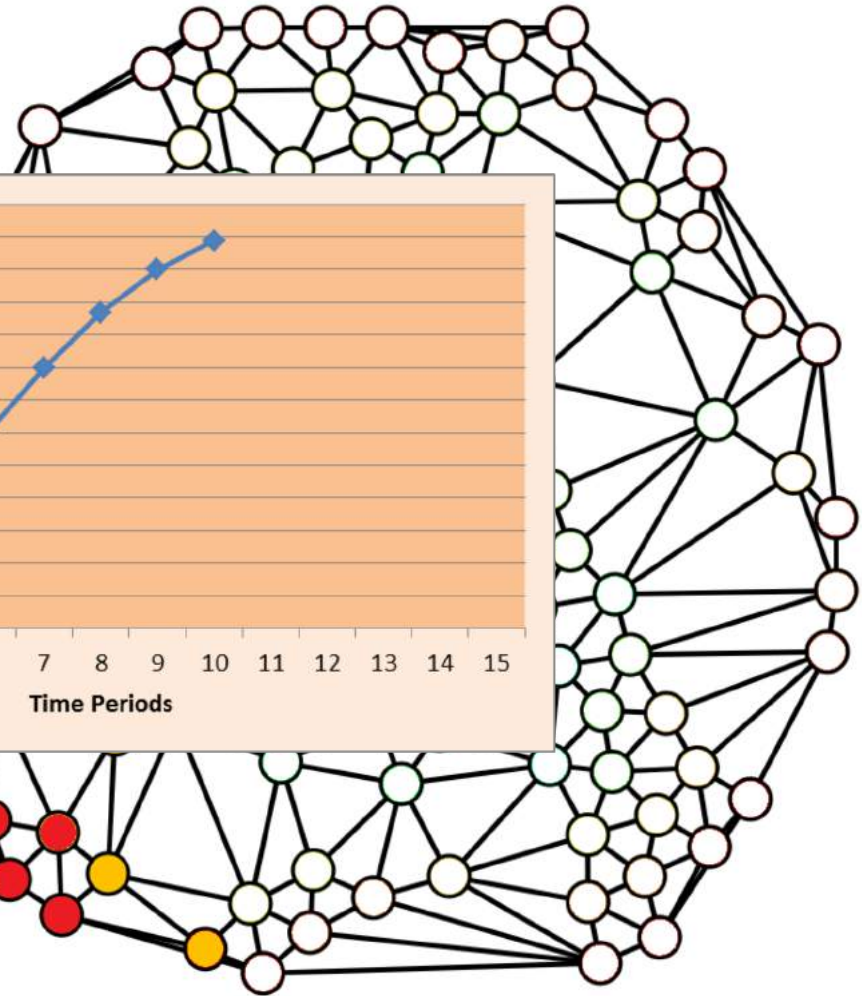
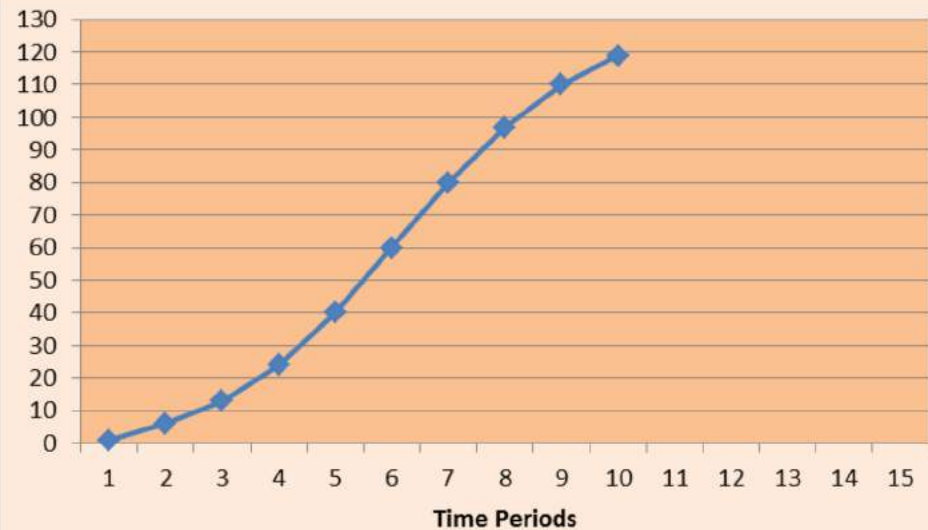
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

119	9	128
-----	---	-----



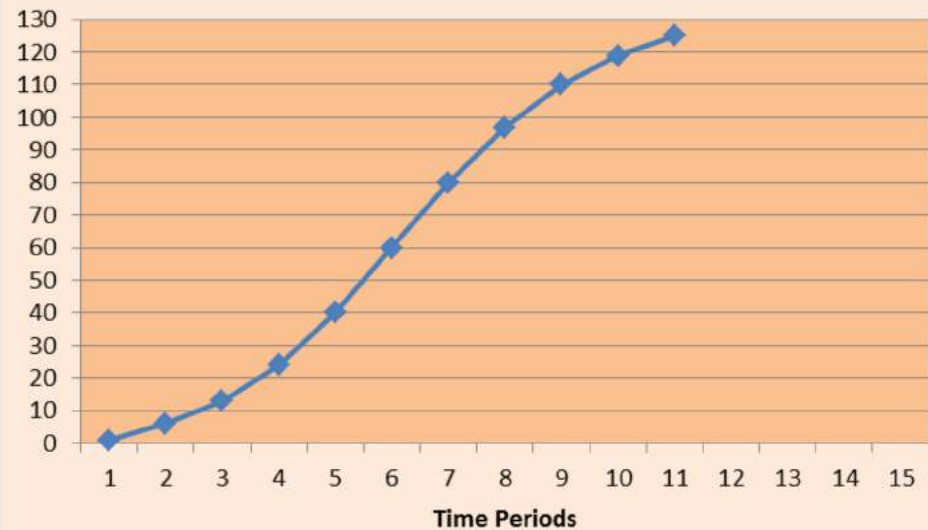
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

125	3	128
-----	---	-----



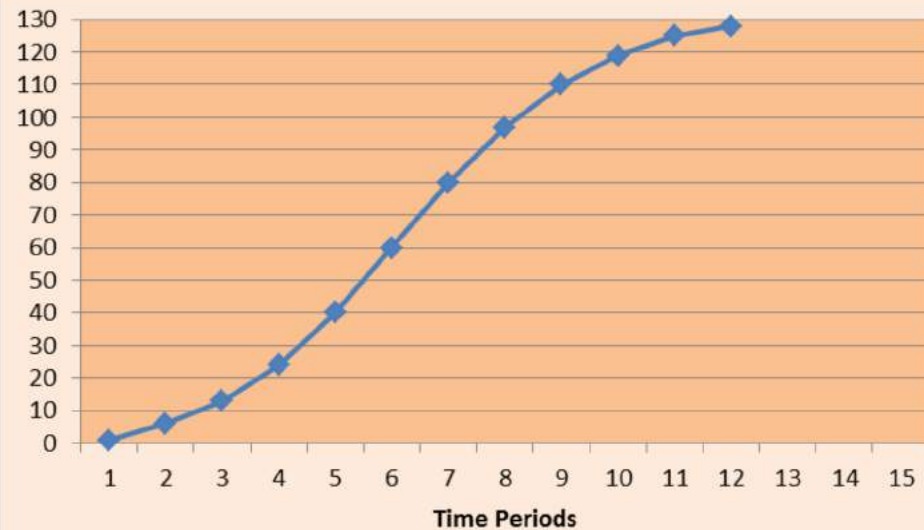
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

128	0	128
-----	---	-----



WAGENINGEN
UNIVERSITY & RESEARCH

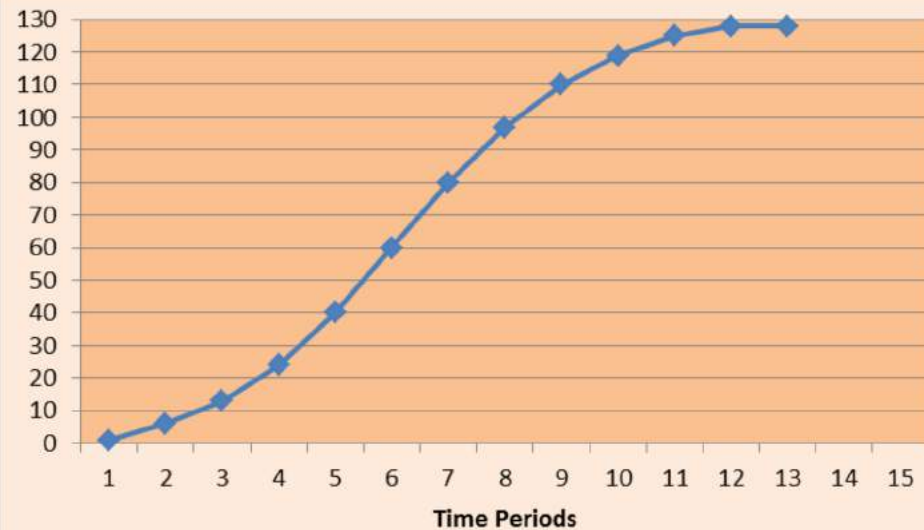


100years
1918 — 2018

Internal influence market structure

Served	Potential	M
--------	-----------	---

128	0	128
-----	---	-----



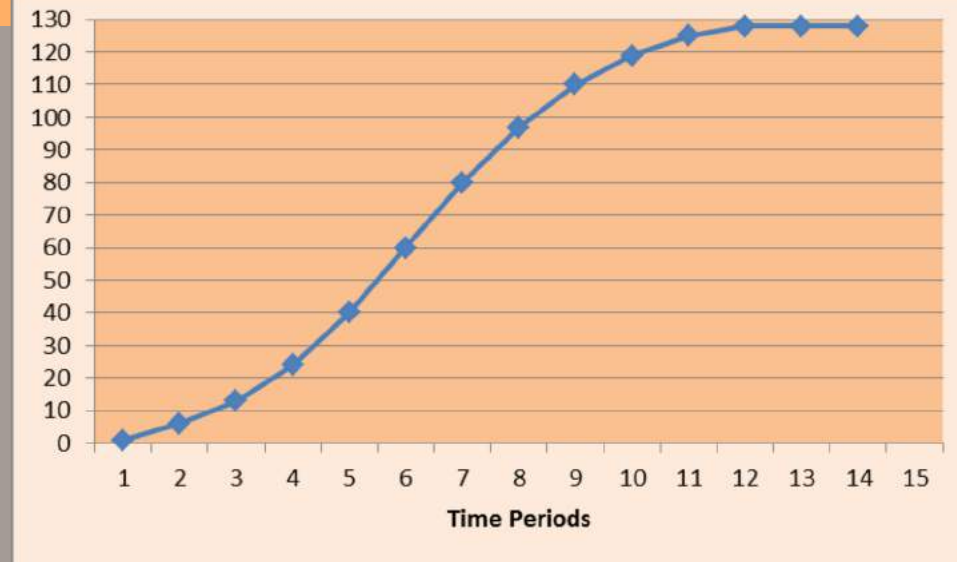
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

128	0	128
-----	---	-----



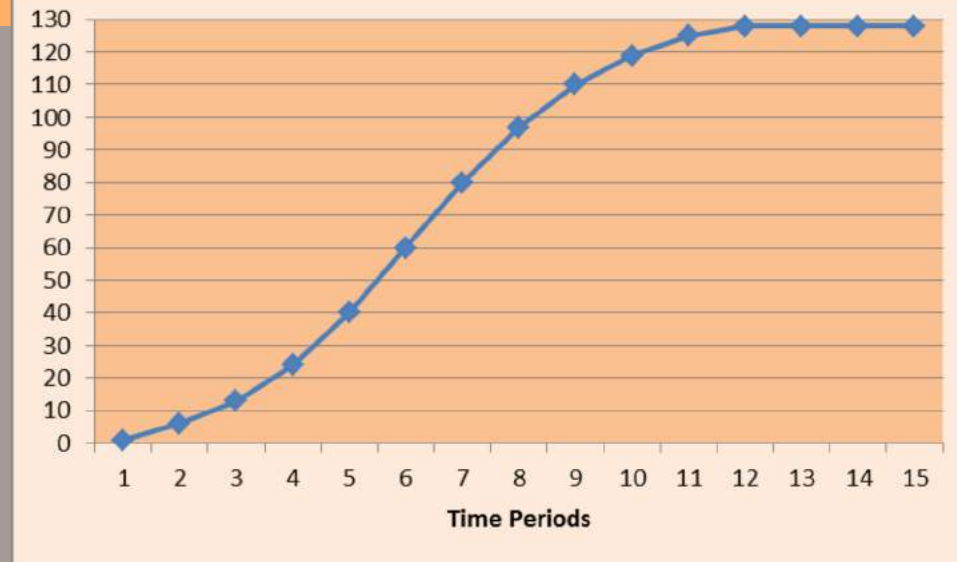
WAGENINGEN
UNIVERSITY & RESEARCH



Internal influence market structure

Served	Potential	M
--------	-----------	---

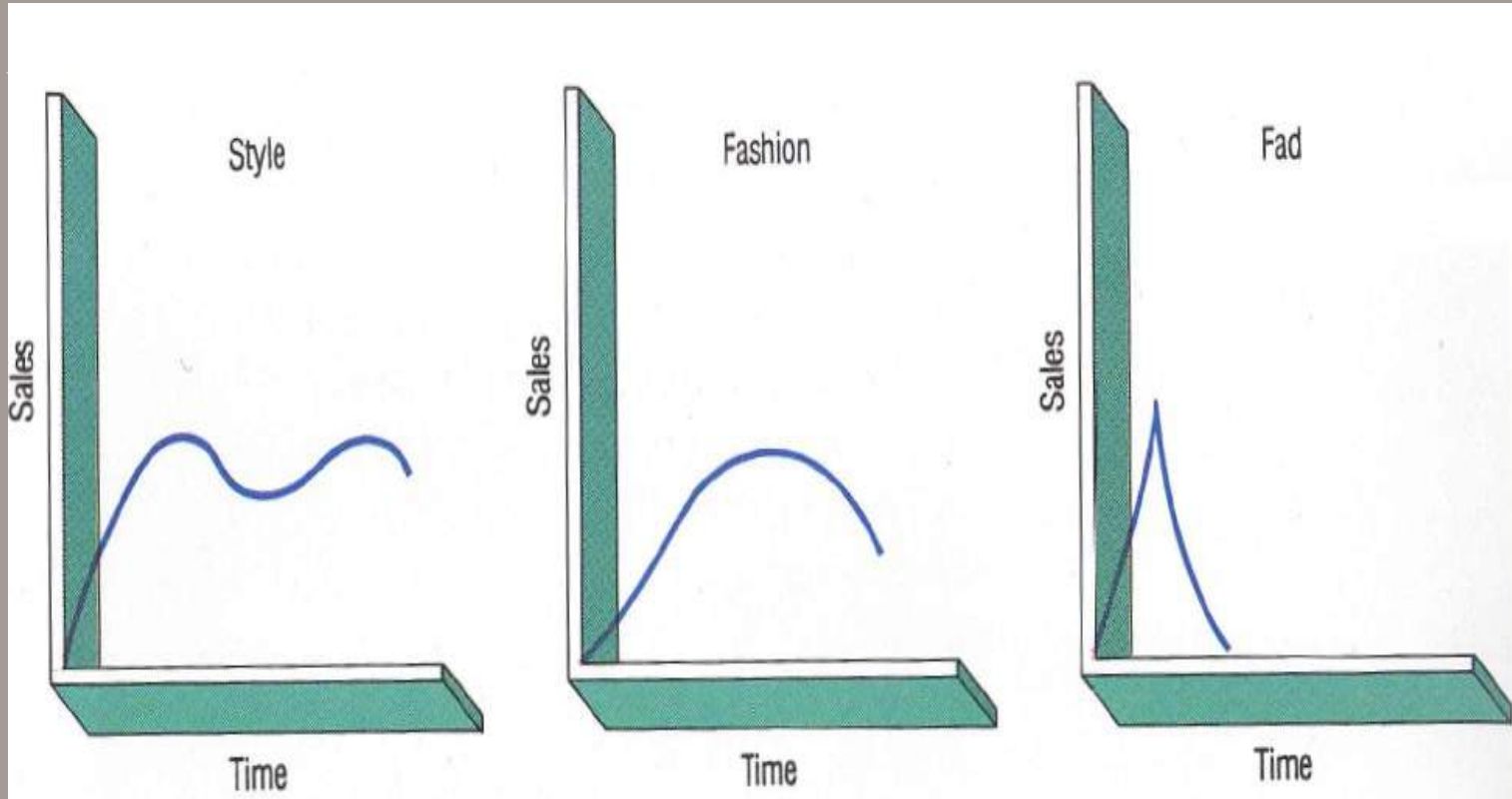
128	0	128
-----	---	-----



WAGENINGEN
UNIVERSITY & RESEARCH



Er zijn verschillende soorten product-life cycles

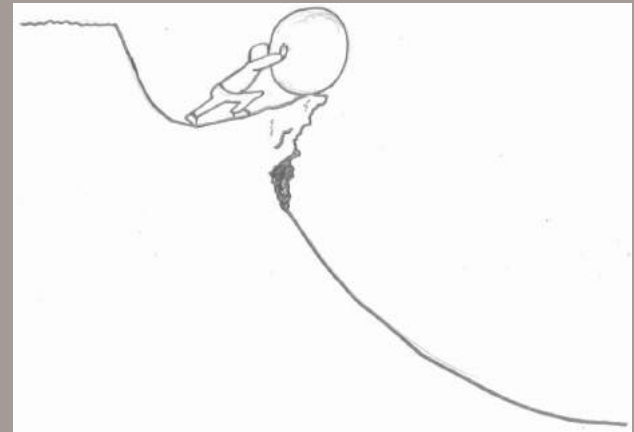
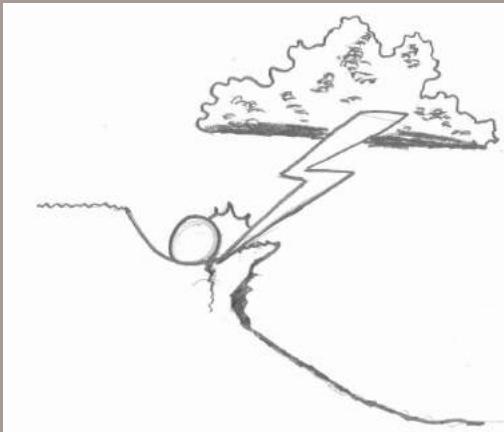
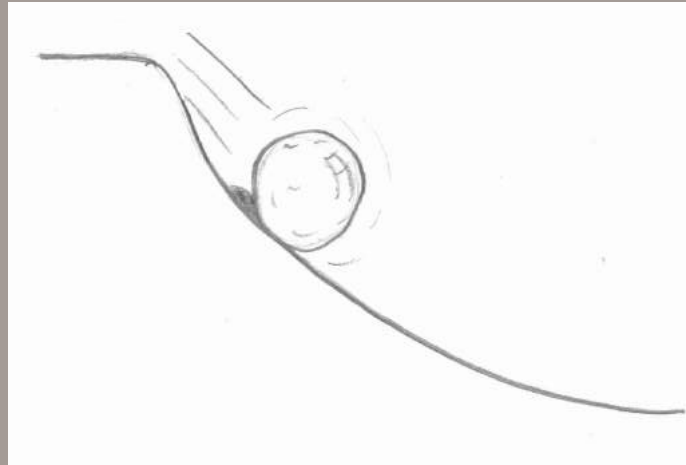


Source: Kotler &
Armstrong
(2013)

De markt kan fluctueren

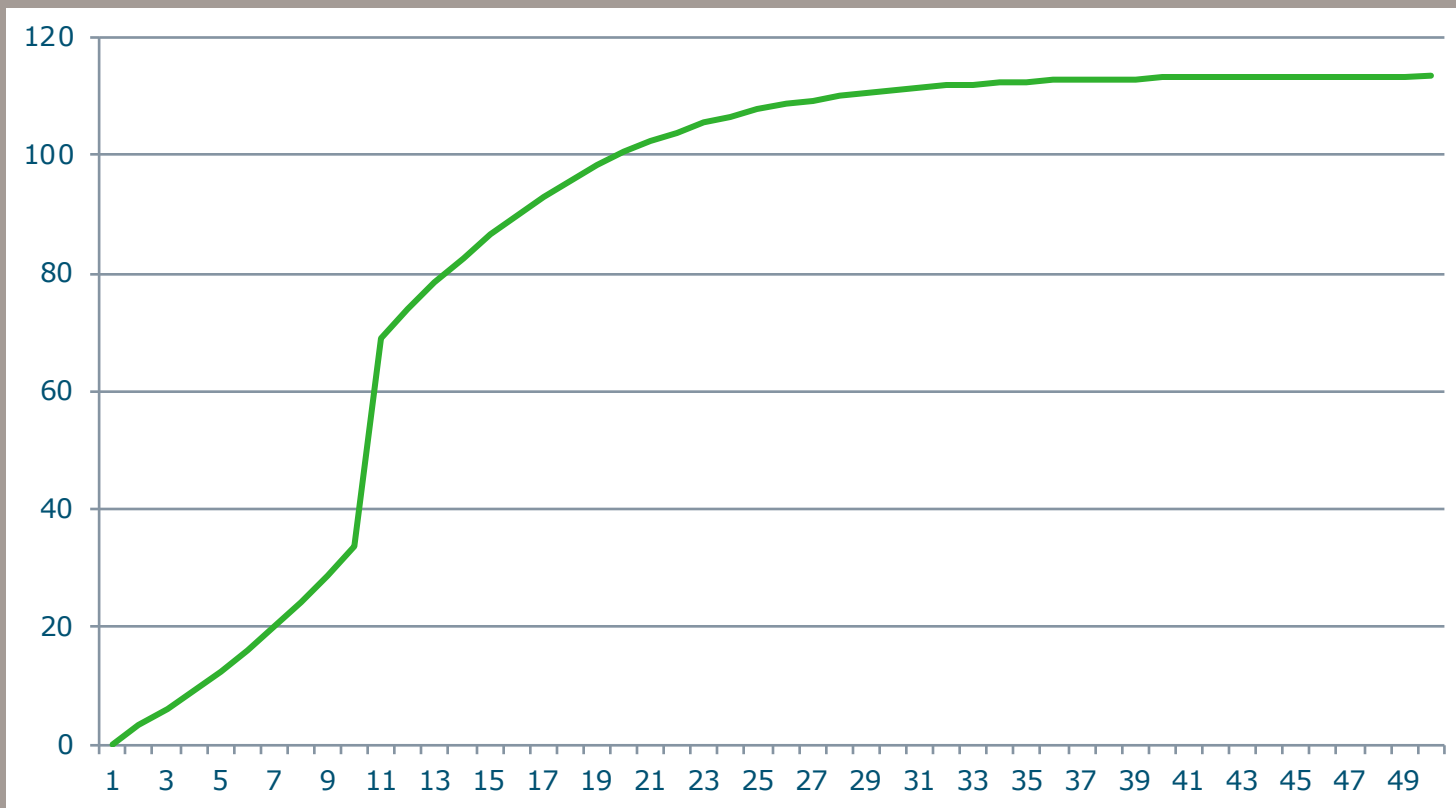


Key importance: onderliggende dynamiek



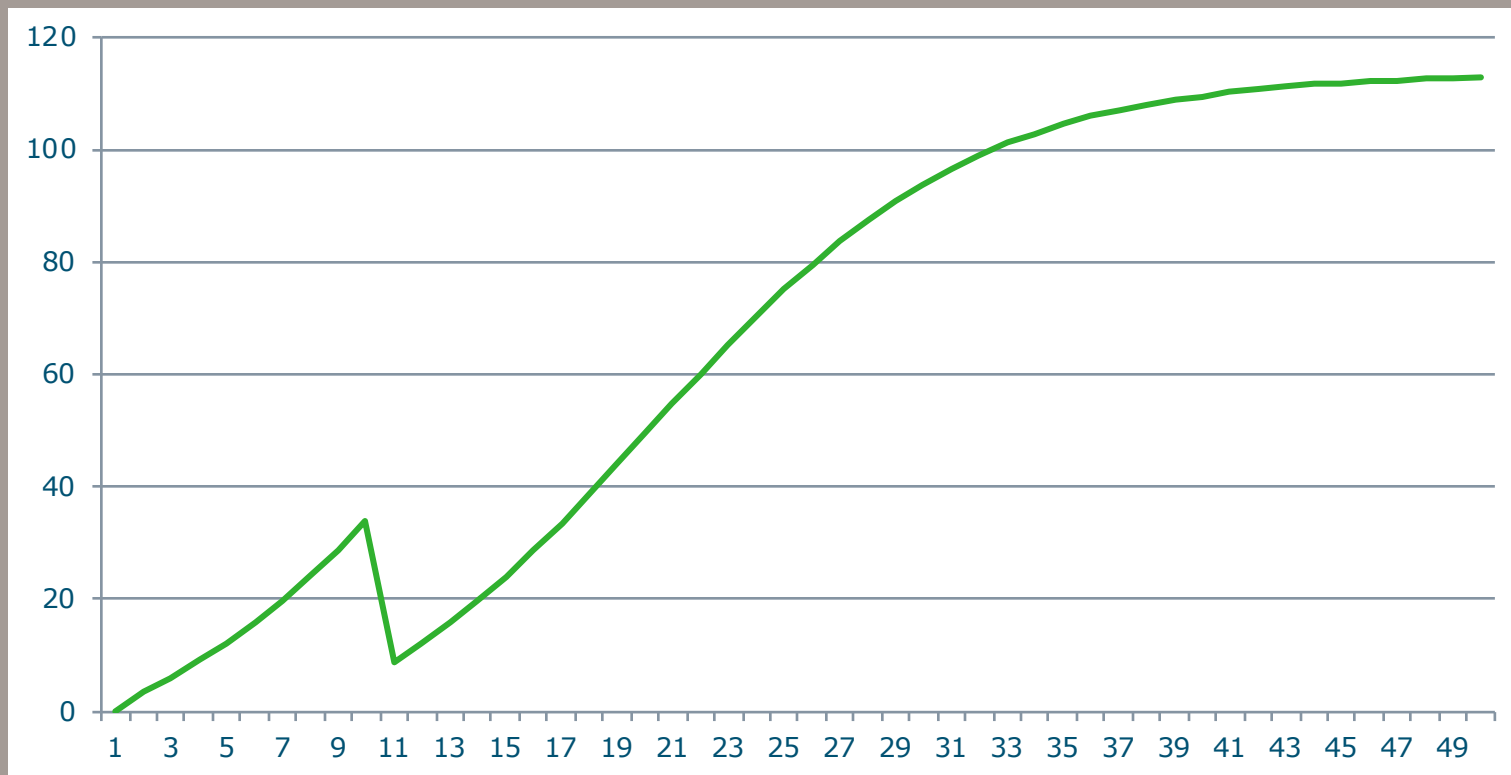
Een versnelling in de cumulatieve verkopen

Voorbeeld: eigen actie die tot een versnelling in de eigen verkoop leidt



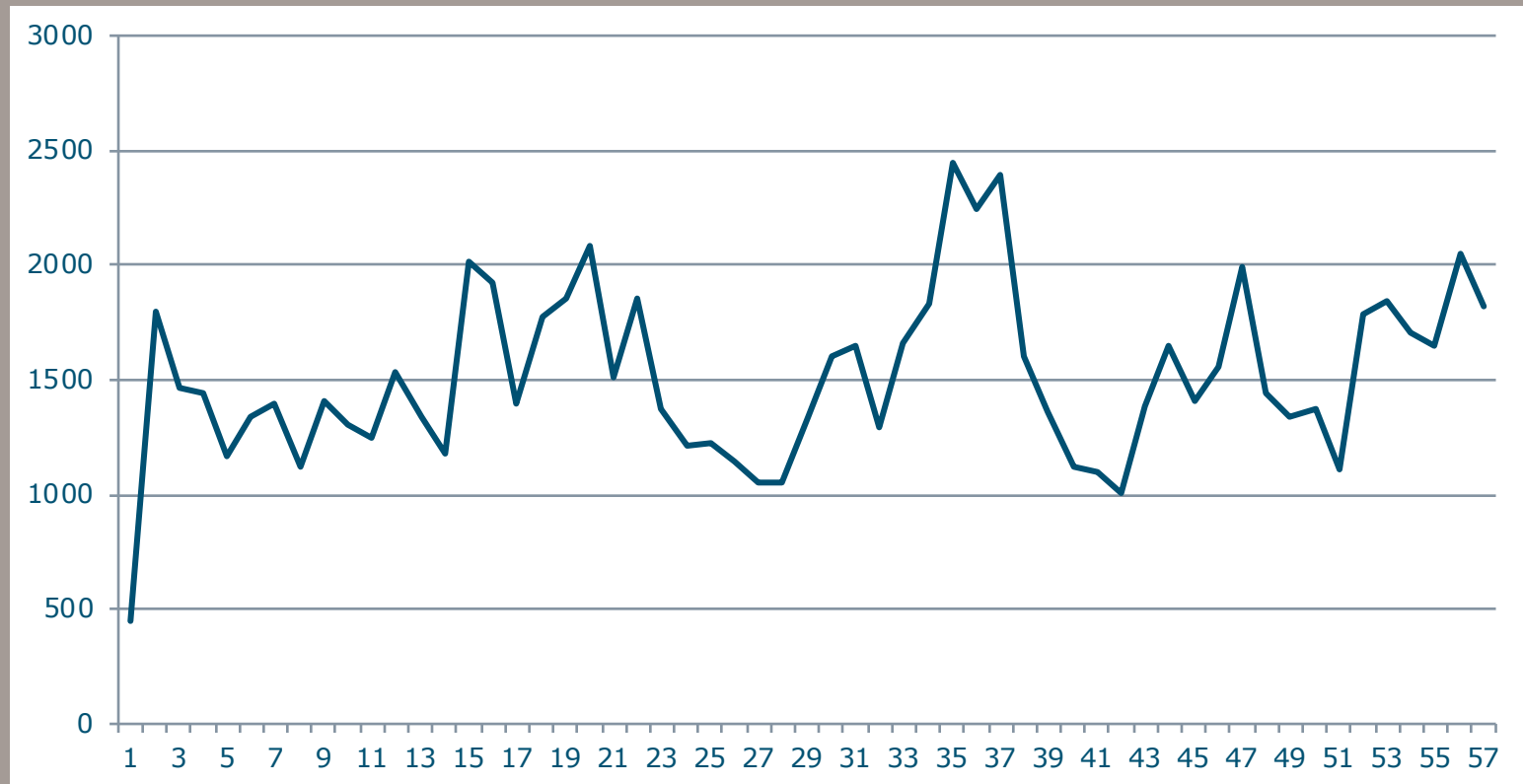
Een vertraging in de accumulatieve verkopen

Voorbeeld: actie concurrent die tot een vertraging in de eigen verkoop leidt

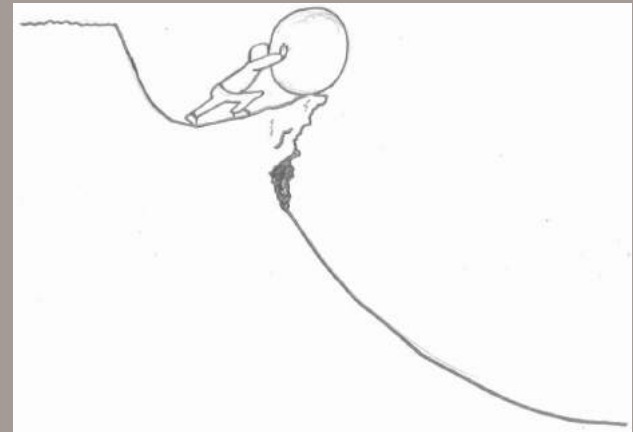
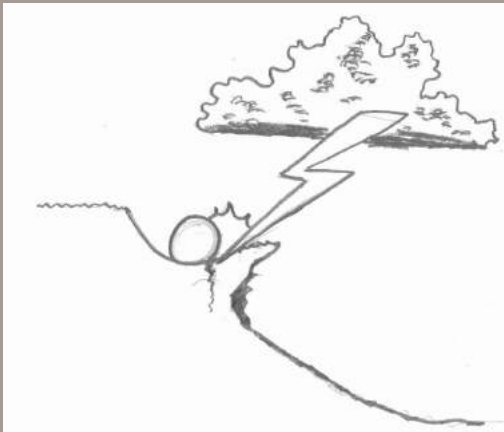
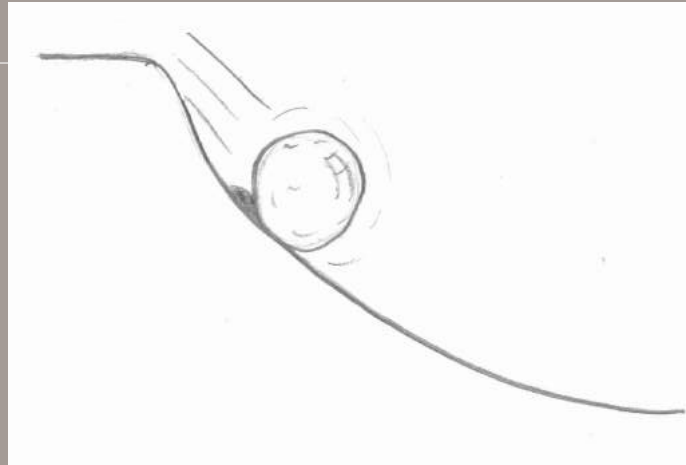


Er zijn veel meer schokken in de markt

Voorbeeld: random schokken die het proces vertragen en versnellen

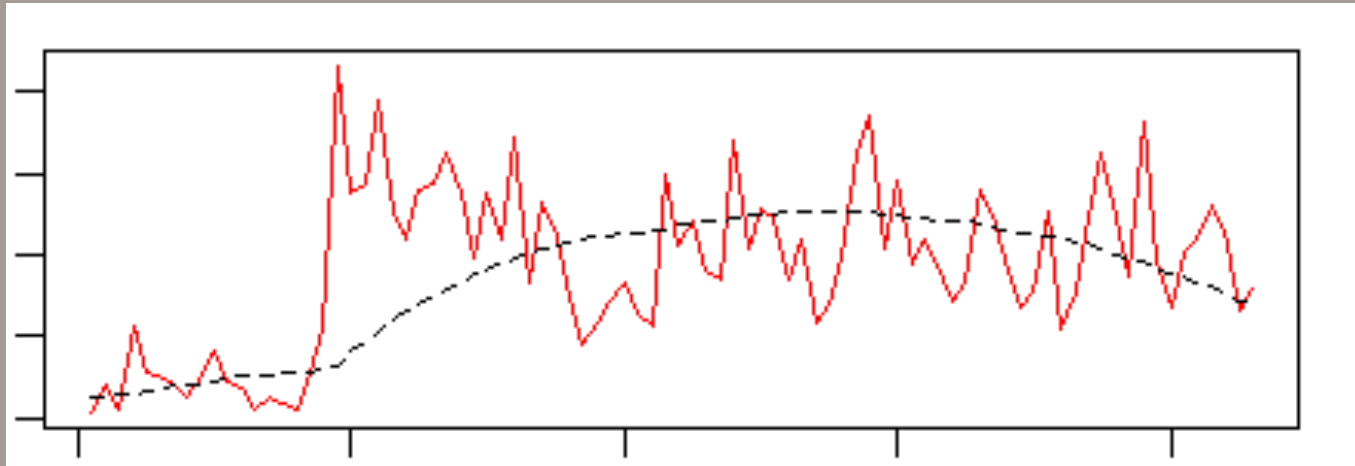


verkopen decomponeren in onderliggende verkoopprocessen

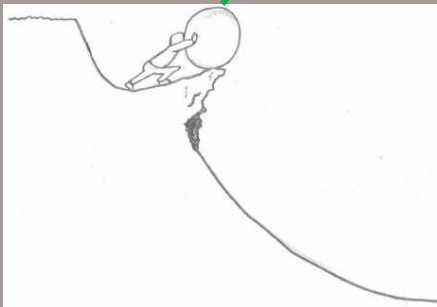
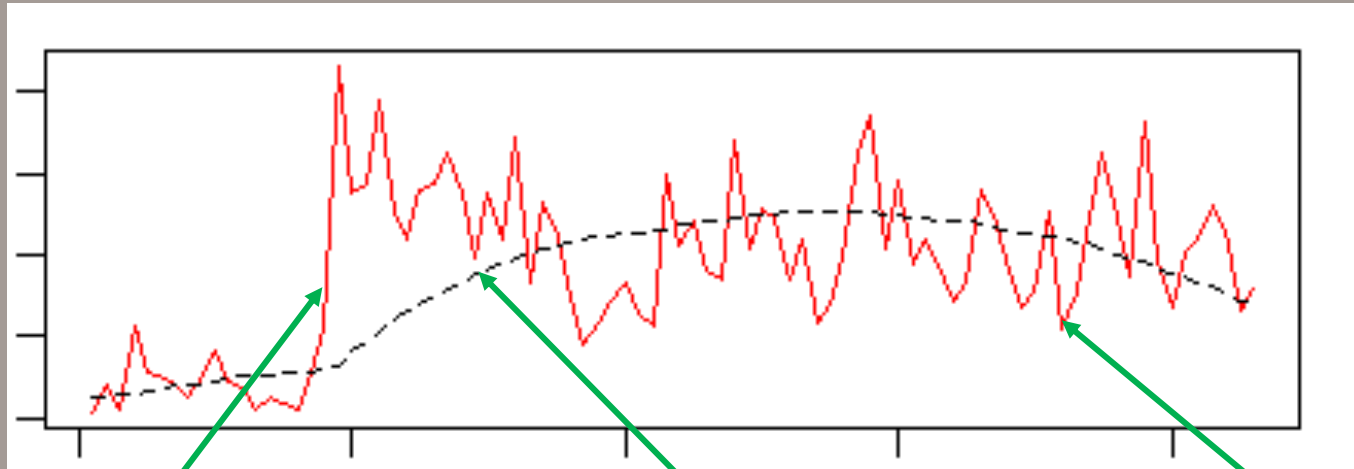


Voorbeeld: Verkooppatroon van de aloë vera

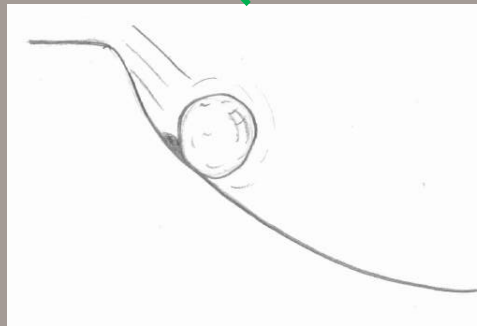
Weekly sales
Export Aloe Vera to Germany
Period: January-December 2017



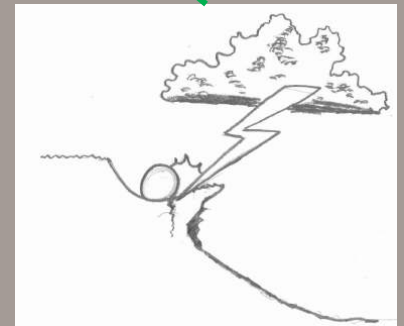
Mogelijke onderliggende factoren



Plant van de maand



product life cycle



zonne-uren



WAGENINGEN
UNIVERSITY & RESEARCH



Thanks!



WAGENINGEN
UNIVERSITY & RESEARCH



100years
1918 — 2018