



Abstract

The Unicist Ontology of Market Segmentation

This is a synthesis on the results obtained from the research on the ontology of market segmentation led by Peter Belohlavek.

Unicist Ontological Market Segmentation

On the surface market behavior is driven by the hard characteristics of goods /services. But to be able to forecast behaviors it is necessary to go as deep as possible to understand the attitudes that ground human decisions.

The unicist model for segmentation integrates rational, psychological and attitudinal aspects as a unit making it possible to forecast behaviors.

The discovery that the conceptual ideas of individuals define their attitudes made the development of an integrated segmentation model possible.

This implied the integration of rational, psychological and attitudinal aspects.

The first input to the unicist model is rational information of the hard characteristics of market behavior, and the outputs of this model are measurable characteristics of market segments to influence them.

Synthetic description

In order to approach “others”, individuals need to categorize them to be able to choose a way to communicate with them.

This process implies a segmentation which is done intuitively with or without a rational validation process.

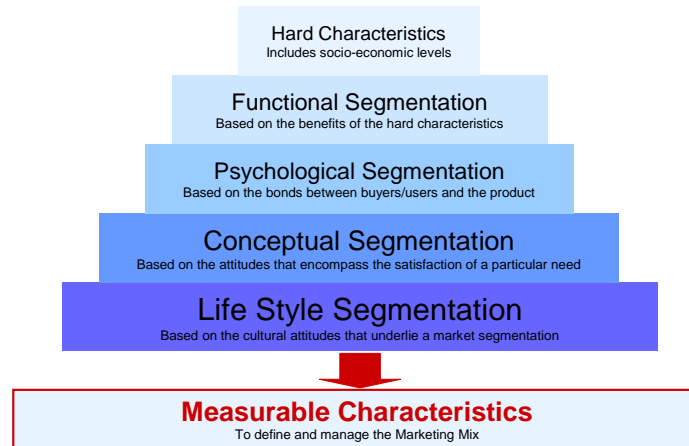
The unicist segmentation model is an approach useful to diagnose, prognose and influence. The segmentation of human behaviors requires the understanding of human actions.

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Unicist Market Segmentation

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The research developed since 1976 drove to the discovery of the segmentation of approximately 80% of the goods and service markets. The unicist segmentation model was first applied in 1981. Its application in political marketing occurred between 1985 and 1989.

The model uses the hard characteristics of products and services as its first input. This input is integrated with the functional, psychological and attitudinal aspects that sustain human decisions.

The final output is a description of measurable characteristics so as to make them accessible for all those who participate in the marketing process.

When dealing with commodities the value added by the unicist model decreases. Commodities are such when buyers and users only consider their hard characteristics and their price to decide whether or not to buy or use them.

For example: Drinking water is a commodity in certain environments, but not in others. When “hypothetical commodities” imply a change of habits, they behave as innovative products.

The more differentiated, innovative or subjective the value added by a product or service, the more integrated the segmentation model must be.

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