Glocalities model - Global

Glocalities Model*

Motivaction International developed the Glocalities model. This model is based on two fundamental dimensions which are highly explanatory for value differences between consumer segments. **Psychological dimension** *(horizontal axis)*: shows whether people are focused on a sense of belonging and familiarity or whether they are more exploration and change-oriented.
Sociological dimension *(vertical axis)*: shows whether people are more focused on control and obedience or whether they are more oriented towards the freedom to make individual choices. The Glocalities analysis results in five international target groups.

We call them:
Quality Seekers

Freedom

Socializers
14%

Creatives
21%

Conservatives
23%

Achievers
20%

Challengers
22%

Control

Belong

Explore

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Socializers
Sociability seekers who love entertainment, freedom and family values.

Conservatives
Family-oriented people who value traditions, etiquette and organized life.

Achievers
Entrepreneurial networkers who focus on family and community life.

Creatives
Open-minded idealists who adhere to self-development and culture.

Challengers
Competitive careerists, fascinated by money, taking risks and adventure.

The global model is based on data collection in 24 countries

Data source markets
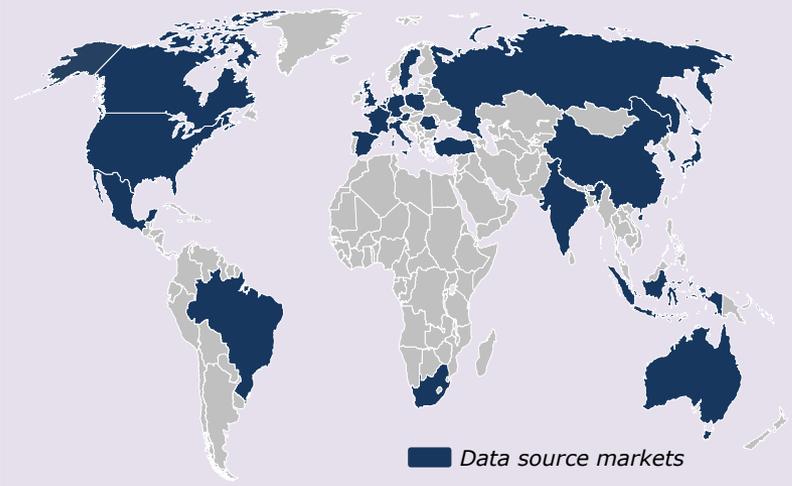
The results presented in this factsheet are average results for the Quality Seekers in these 24 countries, which makes it a global description of this target group.

Size of the Glocalities segments per country

Country	Socializers	Conservatives	Achievers	Creatives	Challengers
Germany	29%	15%	9	29%	17%
Belgium	18%	14%	9	23%	35%
UK	26%	13%	11%	27%	23%
France	24%	13%	13%	26%	24%
Sweden	31%	8	11%	37%	14%
Spain	14%	18%	15%	37%	15%
Italy	12%	31%	12%	27%	18%
Russia	5	42%	18%	10%	26%
Canada	25%	16%	14%	25%	20%
USA	21%	24%	16%	20%	19%
Brazil	5	31%	29%	16%	18%
China	3	20%	38%	11%	28%
Japan	7	16%	14%	24%	39%
India		14%	46%	13%	27%
South-Korea	4	26%	20%	13%	38%
Indonesia	7	38%	43%	6	13

* More information on the Glocalities model can be found on: www.glocalities.com.

Quality Seekers – socio demographics - global

Age

- 55-65 years: **12%**
- 45-54 years: **18%**
- 35-44 years: 23%
- 25-34 years: **27%**
- 18-24 years: **19%**

Material Status

- married: **53%**
- single: **27%**
- in a relationship: **13%**
- divorced: **5%**
- widowed: **1%**

Children

62%

Gender

52% **48%**
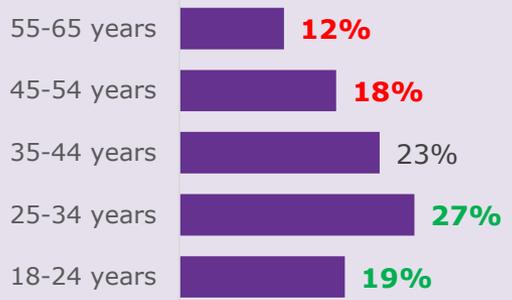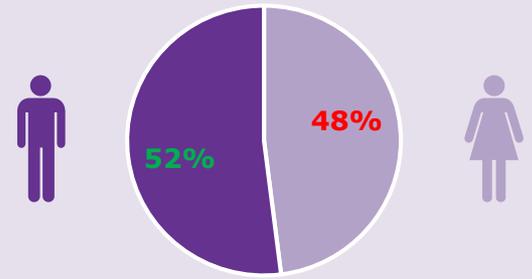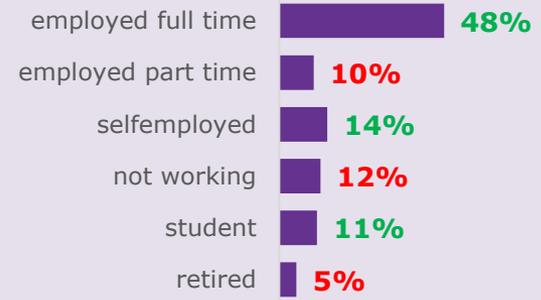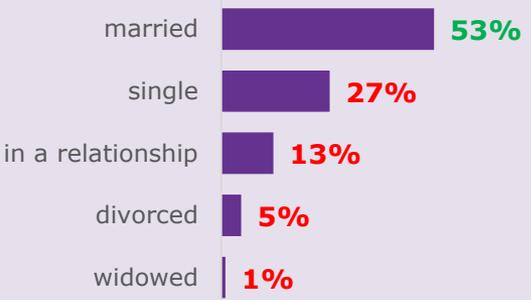
Quality Seekers are highly educated, often married, have children and earn above average. Besides the somewhat older Quality Seekers, there also a fairly large group of younger people that fit this lifestyle group.

Green: represents significantly higher than the global average of all five Glocalities segments together
Red: represents significantly lower than the global average of all five Glocalities segments together
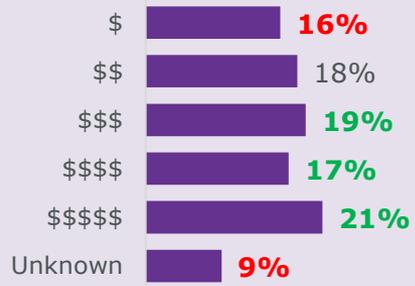
Work

- employed full time: **48%**
- employed part time: **10%**
- selfemployed: **14%**
- not working: **12%**
- student: **11%**
- retired: **5%**

Income

- $: **16%**
- $$: 18%
- $$$: **19%**
- $$$$: **17%**
- $$$$$: **21%**
- Unknown: **9%**

Education

11%   **48%**   **42%**

The Quality Seeker segment is based on the Achiever segment of the Glocalities model.

Life Style & Values

These **status-oriented networkers** seek a balance between belonging and **traditional values** on the one hand and social change, material progress and **personal success** on the other hand. Although they work hard to reach **ambitious goals** they also attribute great importance to **family and human relations**. Quality Seekers like **luxurious products** or products which have a intriguing story to distinguish themselves. Also important are a fit body & mind.

Western ⇔ Asian Quality Seekers

Basically, there is no difference in life style and values between the Asian and Western Quality Seeker but there are **cultural differences that affect their travel behaviour**. More than the Western Quality Seeker the Asian Quality Seeker wants to show his wealth and is therefore more focused on for instance luxurious brands/ brand shopping.

Media use

Above average use of (social) media, TV programs about lifestyle and business/finance

Highest scoring

Facebook	**77%**
YouTube	**49%**
Whatsapp	**46%**

Distinguishing values

Relatively **MORE** important:

Ambitious   Succesful

Authority ➕ Self-confident

Glamorous

Relatively **LESS** important:

Compassion

Carefree   ▬   Frugal

Curious   Freedom

The Quality Seeker segment is based on the Achiever segment of the Glocalities model.

Travel behaviour & needs

Quality Seekers travel abroad often and nearly one in three is planning to visit Holland in the next 5 years. When travelling they are very demanding regarding their preferences.

Being relatively more family oriented, part of the Quality Seekers will travel with small children. Therefore they are less willing to take risks in what they see and do.

For themselves and their family they want the best so they are willing to pay more for high quality, good services and a special treatment.

They trust established brands, shop in upscale stores and eat in good restaurants. Also, personal attention and easy arrangements are important because time is precious.

During traveling they focus on the must sees including interesting and cultural sites. Not only for their own pleasure but also to show off, especially in the case of the Asian Quality Seekers. For the Western Quality Seekers, places that cater to mass tourism are less popular.

A platform like Uber, which signifies convenience, comfort and saving time, is relatively popular among them.

Travel motivation

Quality Seekers are busy professionals and traveling is **a chance to relax and spoil** themselves. They are demanding travellers seeking for **high quality** and a **special treatment**. **High-quality services, convenience and exclusive experiences** give the real holiday feeling. They love to **enjoy in style**. But it is also a good moment to **enjoy family life**. Therefore added values for the whole family are appreciated.

Why Holland?

"The Netherlands is an innovative, wealthy and compact country what is easy to discover and very suitable for a short stay. It has good, luxurious facilities and is easily accessible."

"Holland has many must sees. Besides the traditional icons as windmills, canals and tulips there are famous museums with pictures of the Dutch masters and many historical sites."

Media & travel

- Online channels are important for travel orientation, but also TV programs and websites.
- When it comes to purchasing vacations, online is the most important channel.