# Article information:

การตลาดแบบเน้นคุณค่า: สำรวจวิถีการตลาดญี่ปุ่นในมุมมอง ‘เกตุวดี Marumura’ - Content Shifu | เว็บไซต์รวมความรู้ชั้นดีด้าน Inbound, Content & Martech
<https://contentshifu.com/blog/value-driven-marketing-japan>

# Article summary:

1. Japanese marketers focus on finding market segments based on consumer needs, such as the Greek-Roman girls like market and the Arasa market for unmarried women in their thirties.

2. Market segmentation according to demand helps marketers understand the value that customers are looking for and makes marketing easier.

3. Japanese marketing emphasizes noticing details and taking a serious approach to customer insights.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "Marketing with a focus on value: Exploring Japanese marketing from the perspective of 'Kedwadee Marumura'" provides insights into the Japanese marketing industry. The author interviews a marketing specialist who has been working and living in Japan for almost ten years to understand the trends and techniques used in Japanese marketing.

The article highlights the trend of market segmentation in Japan, which is based on consumer needs rather than age or gender. The author cites examples of companies that have identified new market segments based on specific interests, such as Greek-Roman girls who are interested in history and Western knowledge, or people who like to eat spicy curry.

While the article provides some interesting insights into Japanese marketing, it has several biases and limitations. Firstly, the article focuses only on one perspective - that of Kedwadee Marumura - without exploring other viewpoints or counterarguments. This one-sided reporting limits the reader's understanding of the topic.

Secondly, the article makes unsupported claims about the effectiveness of market segmentation without providing evidence to support them. For example, it claims that market segmentation helps marketers understand what customers value and makes it easier to market products. However, there is no evidence presented to support these claims.

Thirdly, the article contains promotional content for Content Shifu - a website that provides inbound marketing services. While this may not necessarily be a bias, it does raise questions about whether the article is intended to promote Content Shifu's services rather than provide objective insights into Japanese marketing.

Finally, while the article notes some potential risks associated with market segmentation (such as overlooking certain customer groups), it does not explore these risks in detail or provide strategies for mitigating them.

In conclusion, while the article provides some interesting insights into Japanese marketing from one perspective, its biases and limitations limit its usefulness as an objective analysis of this topic. Readers should approach this article with caution and seek out additional sources to gain a more comprehensive understanding of Japanese marketing trends and techniques.

# Topics for further research:

* Critiques of market segmentation in marketing
* Alternative perspectives on Japanese marketing trends
* Strategies for mitigating risks associated with market segmentation
* Evidence-based analysis of the effectiveness of market segmentation
* Cultural factors influencing Japanese consumer behavior
* Comparison of Japanese marketing techniques with those of other countries

# Report location:

<https://www.fullpicture.app/item/26cc01866925479465fc5321e0f3dcdf>