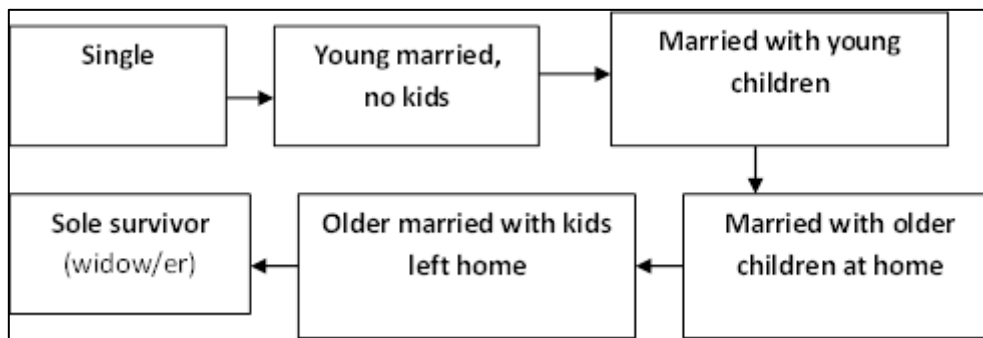


The Family Life Cycle (FLC)

The family life cycle (FLC) used to be a very effective way of segmenting the market and predicting future needs. While it is less somewhat effective today because of the increased diversify and volatility of family structures, it still provides reasonable value to marketers in a number of industries.

However, your key task in this activity is to 'update' the traditional family life cycle, taking into account the trend in family structures.

Here is a basic model of the traditional family life cycle:



And here is a list of trends/changes occurring in this traditional cycle/path:

- Some people do not have children (or have later)
- People are marrying later
- Some people never marry
- Some people live together (de facto) before marriage
- Divorce is becoming more common
- Therefore, single parent families are more common
- People remarry (some several times)
- More blended families (children from several relationships)

Student Discussion Questions

1. Redesign the traditional family life cycle, given some of today's lifestyle choices/situations.
2. How effective do you think that your revised model will be for marketers? Why/why not?
3. What product categories would be more suited to using family life cycle as a segmentation base?
4. How effective would your model be for predicting future needs of customers?