



- S-SEGMENTATION
T-TARGETING
SP-POSITIONING

Steps in market segmentation, targeting and positioning

Market Segmentation

- Identify bases for segmenting the market
- Develop segment profiles

Target Marketing

- Develop measure of segment attractiveness
- Select target segments

Market Positioning

- Develop positioning for target segments
- Develop a marketing mix for each segment

Market Segmentation???

-It is the process of dividing the total market for a given product into a number of sub-markets.

-The heterogeneous market is divided into a number of relatively homogeneous units.

Levels of Segmentation

Mass Marketing

*Same product to all consumers
(no segmentation)*

Segment Marketing

*Different products to one or more segments
(some segmentation)*

Niche Marketing

*Different products to subgroups within segments
(more segmentation)*

Micromarketing

*Products to suit the tastes of individuals or locations
(complete segmentation)*

Steps in Segmentation Process

Select a Market Study

Choose Bases for Segmentation

Select Descriptors

Profile and analyse Segments

Select target markets

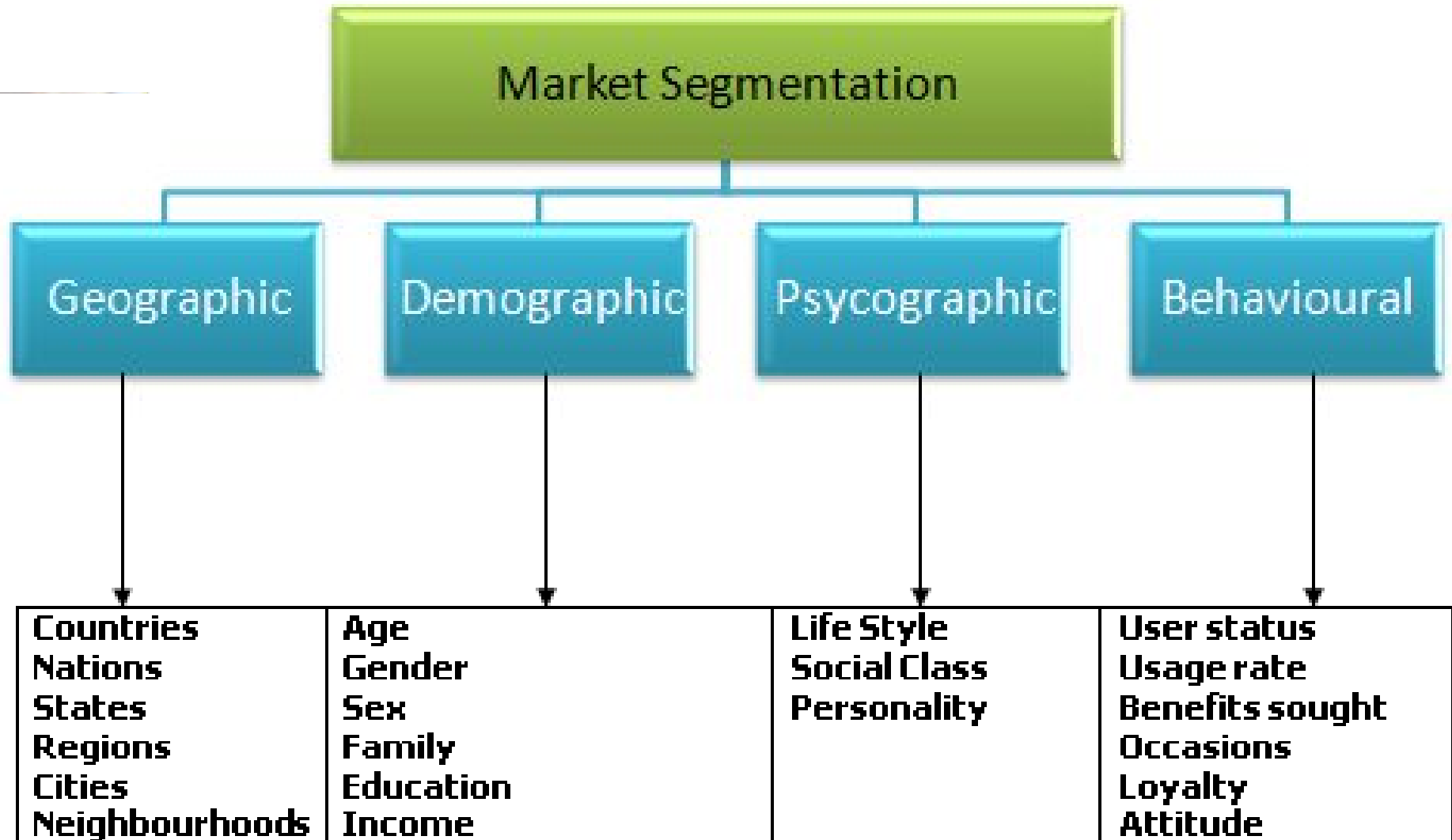
suitable Marketing mix for each groups.

Market Segmentation of:

Consumer Market and Business Market



Bases for Segmenting Consumer Markets

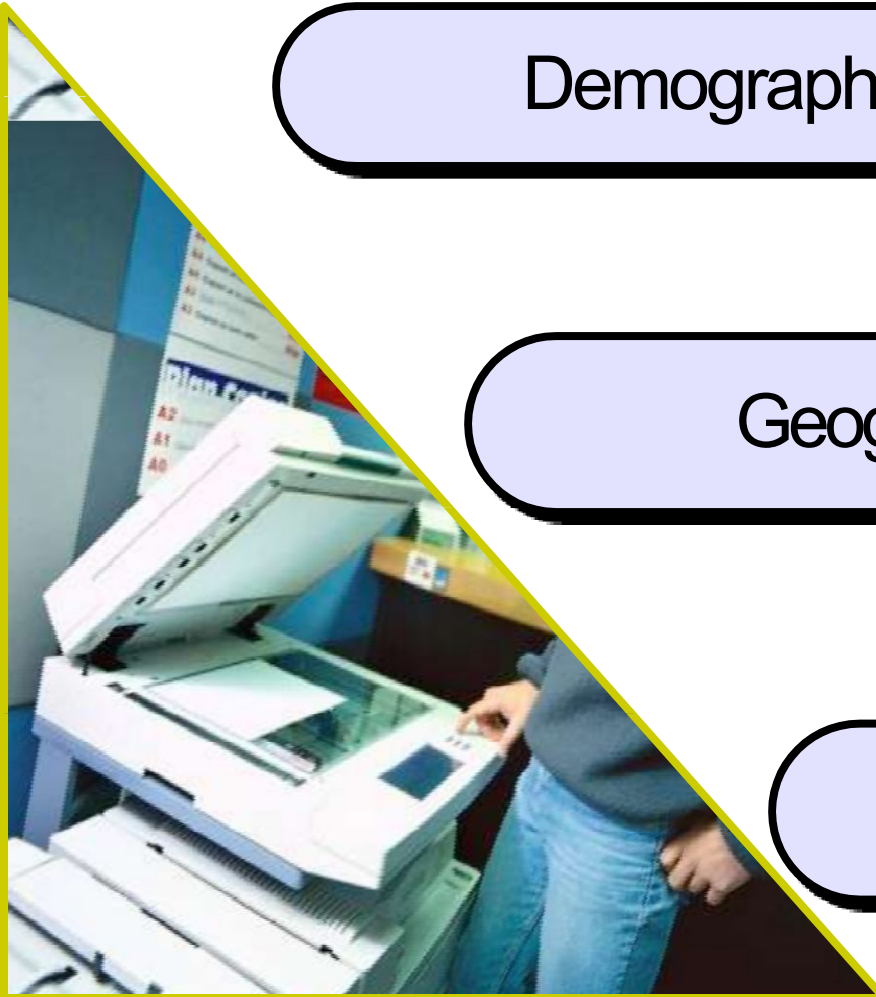


Segmenting for Business Markets

Demographic

Geographic

Situational Factors



Market segmentation in various industries

- **SOAP INDUSTRY**

- LAUNDRY SOAP.
- SPECIAL LAUNDRY SOAP.
- LOW GRADE TOILET SOAP.
- PREMIUM TOILET SOAP.
- TOILET SOAPS FOR STORES, OFFICES AND RESTAURANTS.
- INDUSTRIAL SOAP.

- **WATCH INDUSTRY**

- GEOGRAPHIC LOCATION OF CUSTOMERS.
- LIFE STYLE PATTERN.
- BASED ON AGE.
- BASED ON GENDER.
- BASED ON INCOME.

- **INDIAN CAR INDUSTRY**

- ECONOMY SEGMENT
- MID-SIZED SEGMENT
- LUXURY SEGMENT
- SUPERLUXURY SEGMENT

DIFFERENT TYPES OF SEGMENTATION

- **PURCHASE OCCASION SEGMENTATION**

DIVIDE CUSTOMERS ON THE BASIS OF THE REASON BEHIND THEIR PURCHASE.

- **USER STATUS SEGMENTATION**

DIVIDE CUSTOMER BASED ON THEIR USAGE OF A PRODUCT OR SERVICE AND THE PATTERN OF USAGE.

- **USAGE RATE SEGMENTATION**

DIVIDE CUSTOMERS BASED ON THE FREQUENCY OF USAGE OF A PRODUCTOR SERVICE.

IT DIVIDES THE USER MARKET INTO LIGHT, HEAVY,AND MEDIUM USER GROUPS

- **LOYALTY SEGMENTATION**

DIVIDES CUSTOMERS ON THE BASIS OF THEIR LOYALTY TOWARDS A CERTAIN PRODUCT OR SERVICE.

- **TECNOGRAPHIC SEGMENTATION**

IDENTIFICATION OF SEGMENTS BASED ON THE INTERACTION OF THREE VARIABLES.

THESE ARE ATTITUDE TOWARDS TECHNOLOGY, APPLICATION OF TECHNOLOGY, AND THE FINANCIAL POSITION OF THE CONSUMERS.

Benefits of Market Segmentation

1. One customer group is distinguished from another within a given market and this **enables to decide** which segment of the market should form as target market.
2. **Facilitates in-depth study** of the characteristics of the buyers.
3. Help the marketing man to develop the marketing programme on **a predictable and reliable base**.
4. More suitable 'marketing offers' for a particular segment is easily developed.
5. Suitable **marketing mix** is achieved.
6. Due to concentrated efforts most **productive and profitable** segments of markets are achieved.
7. Its helps to **asses competitor's stand** in the market.
8. Customer and companies choose each other for **mutual benefit** and satisfaction.

For
you
and
me

