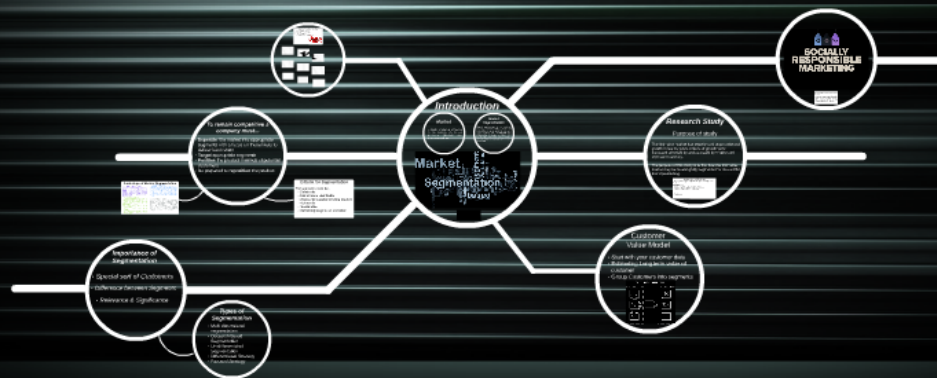
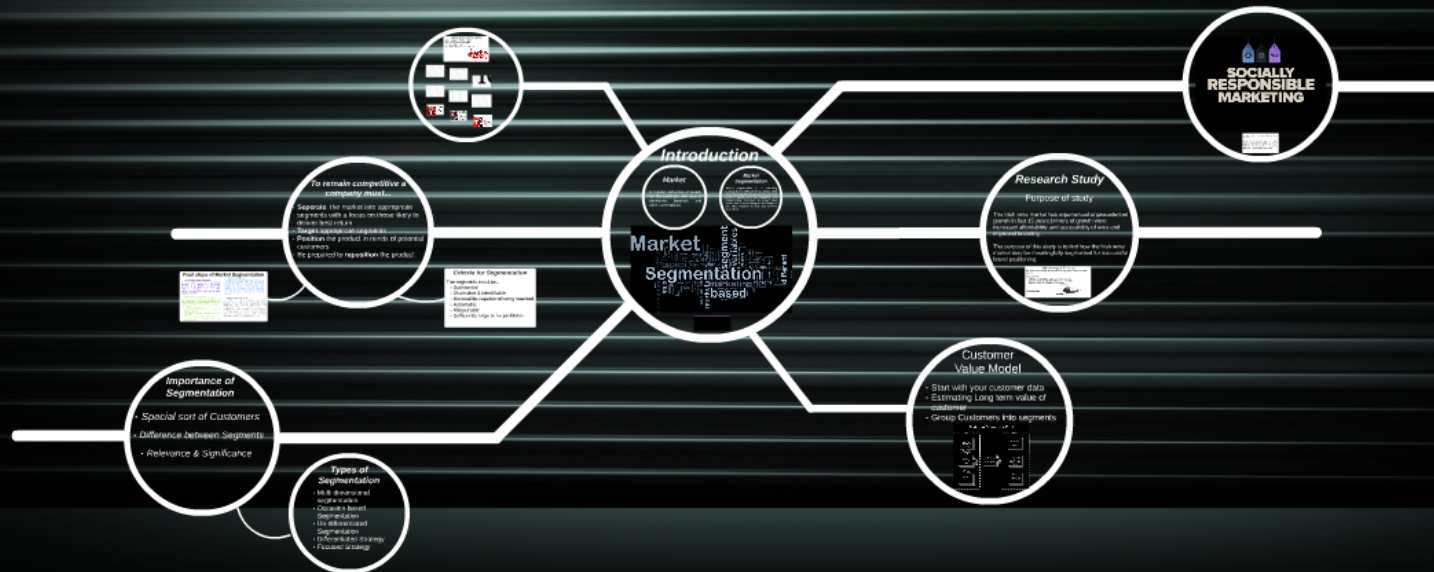


Market Segmentation



Market Segmentation



Market

A regular gathering of people for the purchase and sale of provisions, livestock, and other commodities.

Market Segmentation

Market segmentation is a marketing strategy that involves dividing a broad target market into subsets of consumers who have common needs, and then designing and implementing strategies to target their needs and desires using media channels and other touch-points that best allow to reach them.

Methods of Market Segmentation

Geographic

grouping customers based on defined geographical boundaries

- Region
- Country
- Climate
- Population

Demographic

grouping customers based on customer personal attributes

- age,
- family size,
- occupation
- social class
- income
- religion
- gender
- education
- nationality
- ethnicity

Behavioural

grouping customers based on actual customer behavior toward products

- user status
- occasions
- usage rates
- brand loyalty
- benefits sought
- readiness to buy

Psychographic

grouping customers according to lifestyle

- lifestyle
- values
- personality
- interests
- attitudes
- opinions

To remain competitive a company must...

- **Seperate** the market into appropriate segments with a focus on those likely to deliver best return
- **Target** appropriate segments
- **Position** the product in minds of potential customers
- Be prepared to **reposition** the product.

ation

process is to
ying potential
research and
mprise each
imilarities that
t, and identify
egment from

segmentation
ppriate target
mination, and
s allow you to
ach segment.

Cri

The seg

- Sub
- Dist
- Acc
- Acti
- Mea

Four steps of Market Segmentation

- **Identifying market segments :**

The first step of the market segmentation process is to identify the segmented markets. It is important to select the segmenting strategy that most accurately categorizes consumers according to your product or service

- **Evaluate market opportunities :**

The third step of the process is to evaluate your market opportunities. The customer profiles you create help you identify the market segments that offer the sufficient benefits you need to achieve company goals and objectives.

When evaluating each segment..

- You should consider your ability to reach the targeted consumer,
- The number of potential customers within the segment,
- Your ability to measure the segment's progress, and the segment's compatibility with your company's mission

- **Analyze each segment :**

Step two of the market segmentation process is to analyze each segment. After identifying potential market segments, it is important to research and analyze the consumers that comprise each segment. You must determine the similarities that connect the members of each segment, and identify the differences that separate one segment from another.

- **Select target Segments :**

The fourth step of the market segmentation process is to select the appropriate target segments. The research, examination, and evaluation of the market segments allow you to evaluate the profit potential of each segment. Once you select one or more target segments, you can develop products and marketing strategies to satisfy your customers' needs