



IDENTIFYING MARKET SEGMENTS AND TARGETS

Manajemen Pemasaran: 5

..\Video\Customer Segmentation
Examples.mp4

RIFLE VS SHOTGUN



EFFECTIVE MARKETING

To compete effectively, companies must be the owner of "rifle"(sniper) rather than "shotgun".



1. Identify and profile distinct group of buyers who differ in their needs and preferences (**market segmentation**)
2. Select one or more market segments to enter (**market targeting**)
3. For each target segment, establish and communicate the distinctive benefits of the company's marketing offering (**market positioning**)

Steps in Market Segmentation, Targeting, and Positioning

Market Segmentation

1. Identify bases for segmenting the market
2. Develop segment profiles

Market Targeting

3. Develop measure of segment attractiveness
4. Select target segments

Market positioning

5. Develop positioning for target segments
6. Develop a marketing mix for each segment

Levels of Market Segmentation

- **Mass Marketing**

Mass production, mass distribution, mass promotion.

Ford → Model T Ford → All Black



Coca Cola → 6.5 ounce bottle



- **Micro Marketing**

Micromarketing Levels

**Segment
Marketing**

**Niche
Marketing**

**Local
Marketing**

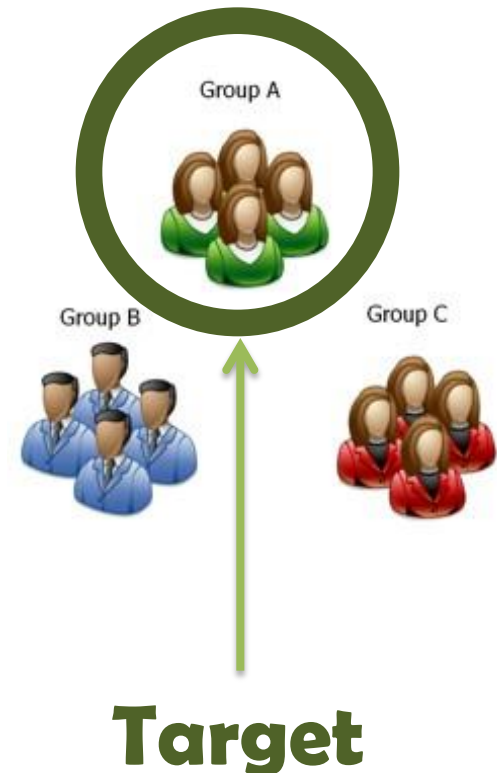
**Individual
Marketing**

1. Segment Marketing

Consists of a group of customers who share a similar set needs and wants



The marketer's task is to **identify** them and decide which one(s) to **target**.



2. Niche Marketing

A niche is a more narrowly defined customer group seeking a distinctive mix of benefits.



Attractive niche:

- ⦿ Customers have a distinct set of needs
- ⦿ Willing to pay a premium to the firm that best satisfies them
- ⦿ Small but has size
- ⦿ Profit and growth potential
- ⦿ Unlikely attract many other competitor
- ⦿ Specialization → gains economies

Niche Marketing



My Size
Ukiran Besar

My Size is turning 8
Let's get together and celebrate!

A place for the eXXtra fabuLoUs Size

Tops | Bottoms | Dresses | Accessories | MEN

search Register / Login

The banner features a purple background with colorful balloons and confetti. It includes the My Size logo, social media icons for Twitter and Facebook, and a navigation menu with categories like Tops, Bottoms, Dresses, Accessories, and MEN. A search bar and a Register/Login button are also present.



2003 - 2011 TH

MY SIZE
ANNIVERSARY

NEW ARRIVAL
SHOP NOW

My sees the beauty
size all around us

The advertisement features a large graphic of the number '8' with '2003 - 2011 TH' written around it. Below the graphic, the text 'MY SIZE ANNIVERSARY' is written in a stylized font. To the right, a group of five women are shown celebrating, with one holding a cake. The background is white with purple balloons at the bottom.

3. Local Marketing

Marketing programs tailored to the needs and wants of local customer groups in trading areas, neighborhoods, even individual stores.

MENU MANTAP
CUMA Rp 15.000*
Mantap Harganya, Mantap Pilihannya

BEEF BURGER

PANAS REGULAR

Rp. 15.000* hanya nbel, bisa pilih paket, bisa kapan aja, bisa pesan lewat Drive Thru atau telepon 14045 untuk dantar.

McDelivery 24/7 @ 14045

*Harga dapat berubah sewaktu-waktu. Untuk informasi lebih lanjut, kunjungi kami di www.mcdelivery.com atau hubungi 14045.

4. Individual Marketing



Ultimate level of segmentation leads to “segment of one”, “customized marketing”, or “one-to-one marketing”.



Customerization:

Combines operationally driven **mass customization with customized marketing** in a way that empowers consumers to **design the product and service offering of their choice.**



Bases for Segmenting Consumer Markets



Geographic

Demographic

Psychographic

Behavioral

Geographic Segmentation

Nations

States

Regions

Counties

Cities

Neighborhood



Demographic Segmentation

Age and Life Cycle

Life Stage

Gender

Income

Generation

Social Class

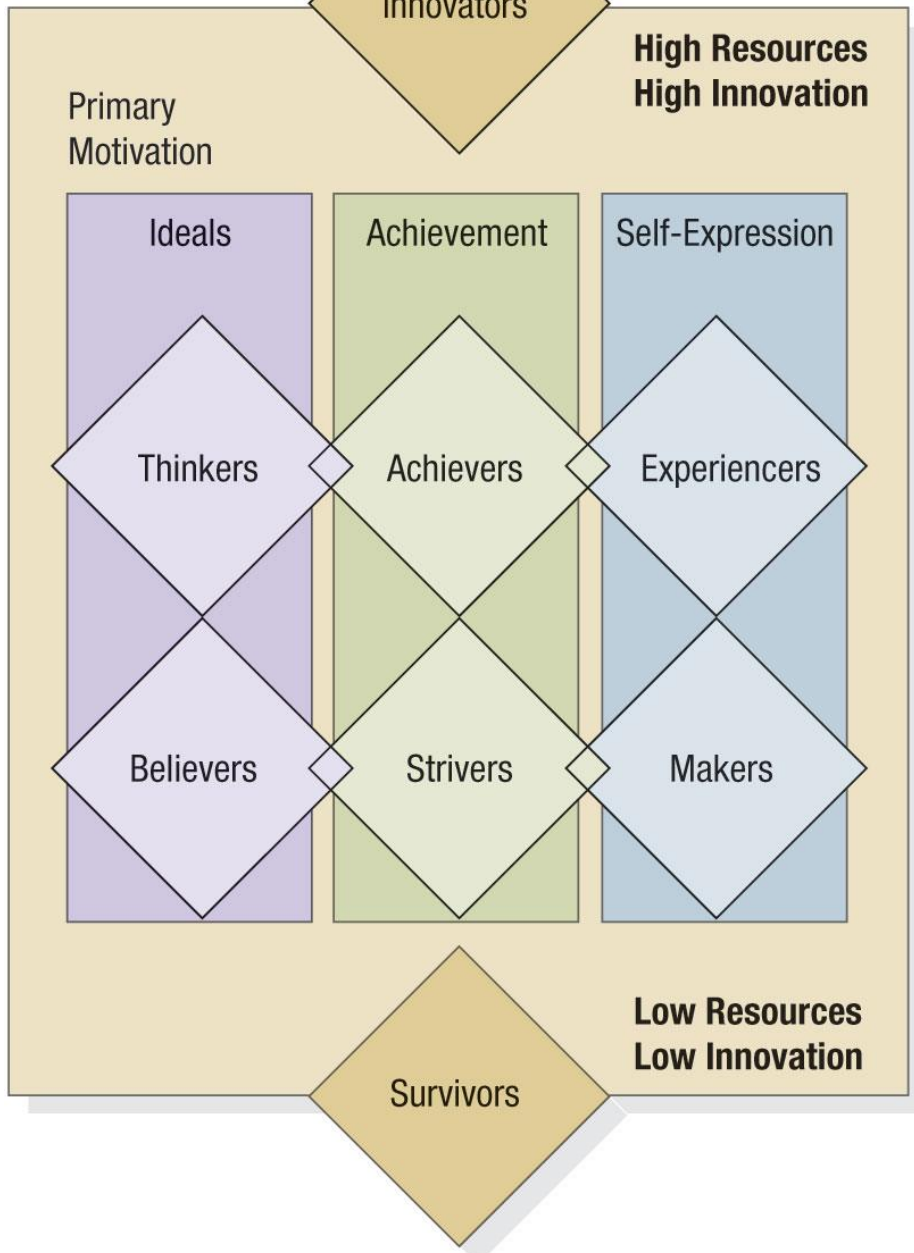


Psychographic Segmentation

- Buyers are divided into different groups on the **basis of psychological/personality traits, lifestyle or values**
- People within the same demographic group can exhibit very different psychographic profiles.



VALS™ Network



Psychographic Segmentation: The VALS Segmentation System

Behavioral Segmentation

Decision Roles

- Initiator
- Influencer
- Decider
- Buyer
- User

Behavioral Variables

- Occasions
- Benefits
- User status
- Usage rate
- Buyer-readiness stage
- Loyalty status
- Attitude

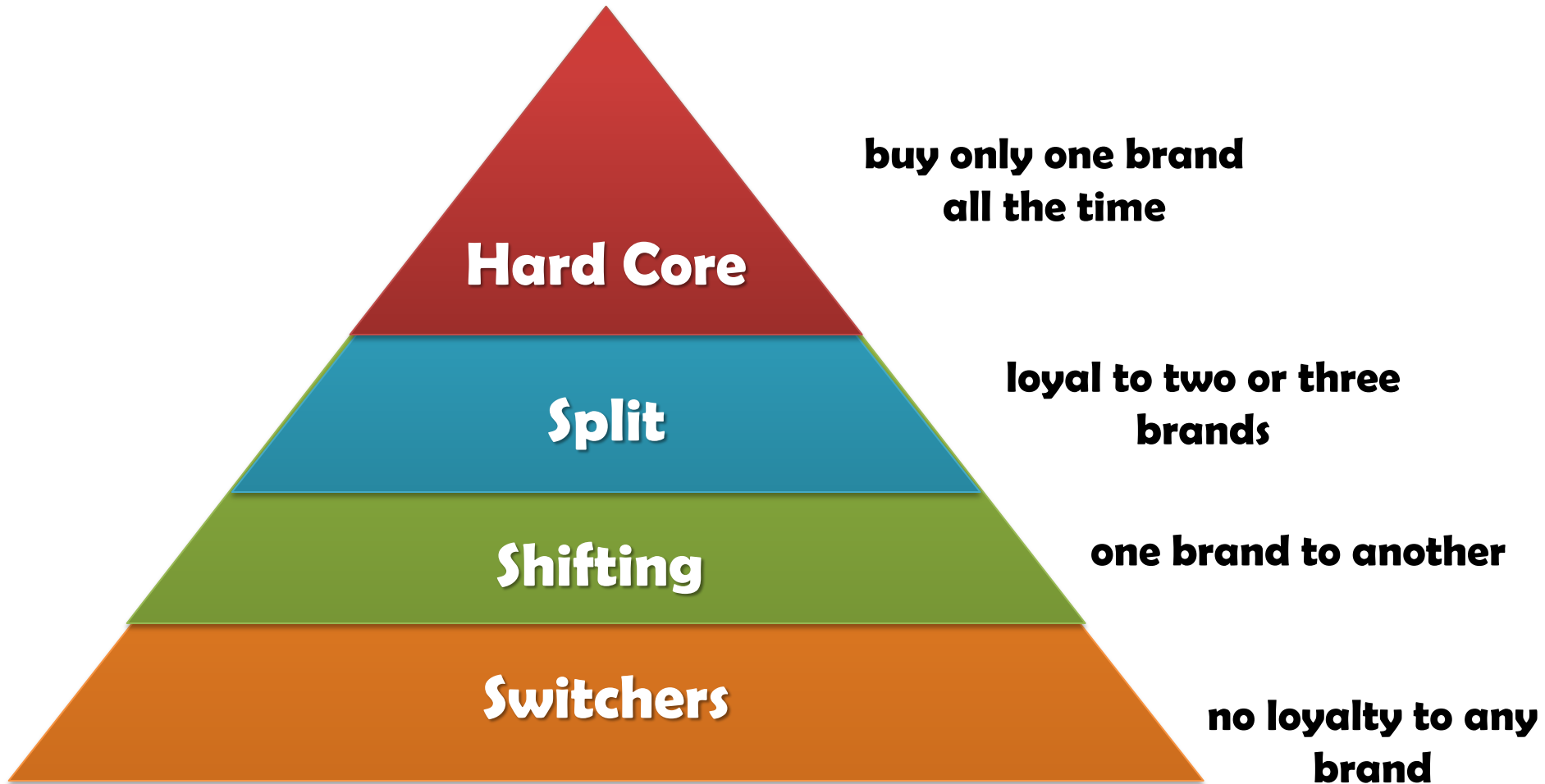


Buyer readiness stage

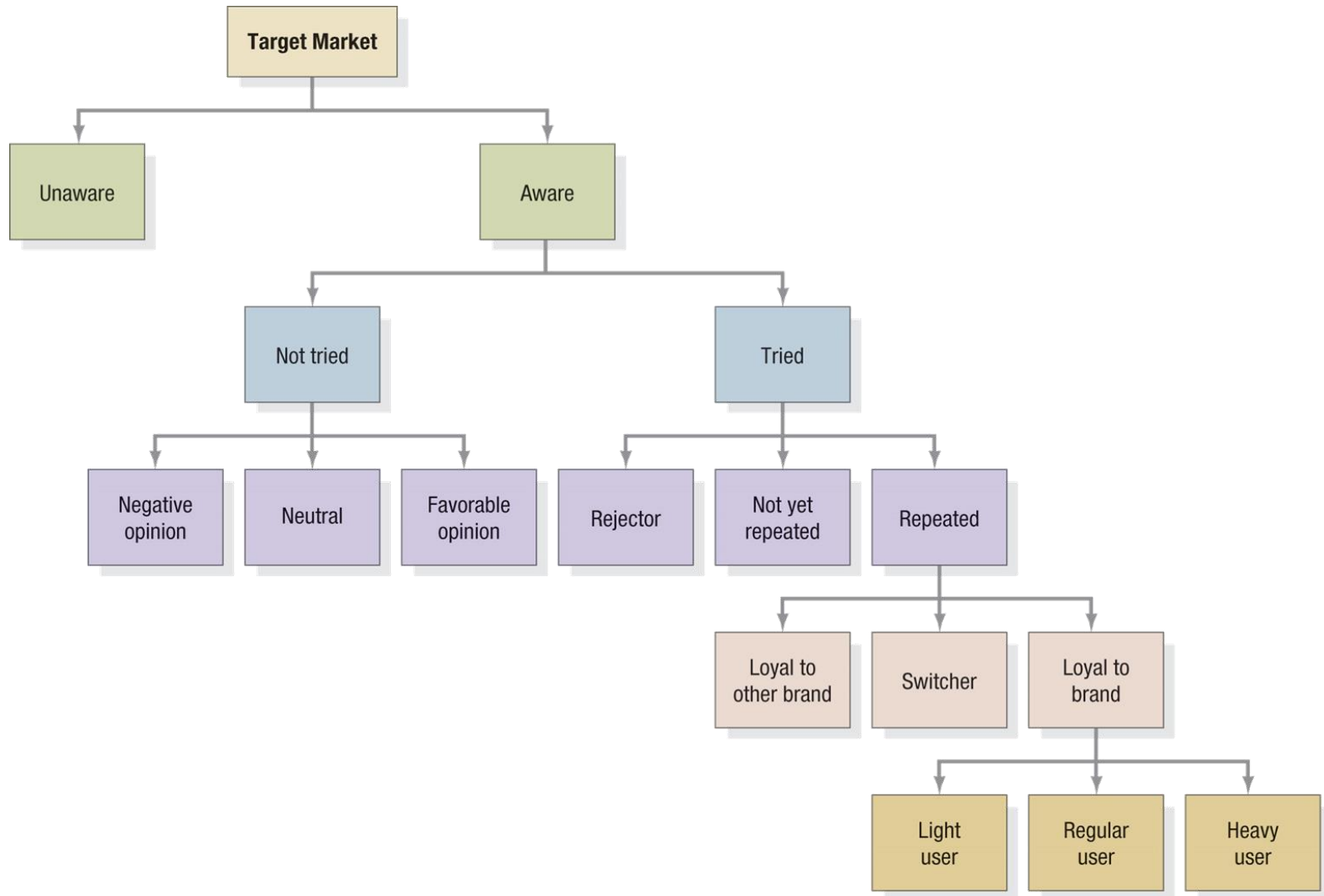
- Unaware
- Aware
- Informed
- Interested,
- Desire
- Intend to buy



Loyalty Status



Behavioral Segmentation Breakdown



Effective Segmentation Criteria

Measurable

Size, purchasing power, profiles of segments can be measured.

Accessible

Segments can be effectively reached and served.

Substantial

Segments are large or profitable enough to serve.

Differential

Segments must respond differently to different marketing mix elements & programs.

Actionable

Effective programs can be designed to attract and serve the segments.

Evaluating and Selecting Market Segments



Single-segment Concentration

	M_1	M_2	M_3
P_1			
P_2			
P_3			

A 3x3 grid representing market segments. The columns are labeled M_1 , M_2 , and M_3 . The rows are labeled P_1 , P_2 , and P_3 . All cells are yellow, except for the cell at the intersection of P_2 and M_1 , which is purple.

Selective Specialization

	M_1	M_2	M_3
P_1			
P_2			
P_3			

A 3x3 grid representing market segments. The columns are labeled M_1 , M_2 , and M_3 . The rows are labeled P_1 , P_2 , and P_3 . The cells at the intersections of P_1 and M_3 , P_2 and M_1 , and P_3 and M_2 are shaded blue. All other cells are yellow.

Evaluating and Selecting Market Segments



Product Specialization

	M_1	M_2	M_3
P_1			
P_2			
P_3			

Market Specialization

	M_1	M_2	M_3
P_1			
P_2			
P_3			

Evaluating and Selecting Market Segments



Full Market Coverage

	M_1	M_2	M_3
P_1			
P_2			
P_3			

P = Product M = Market

Crafting Brand Positioning



Positioning is an art. Great positioning tells a compelling, attention grabbing story - a story that resonates with your audience.

- Rebel Brown

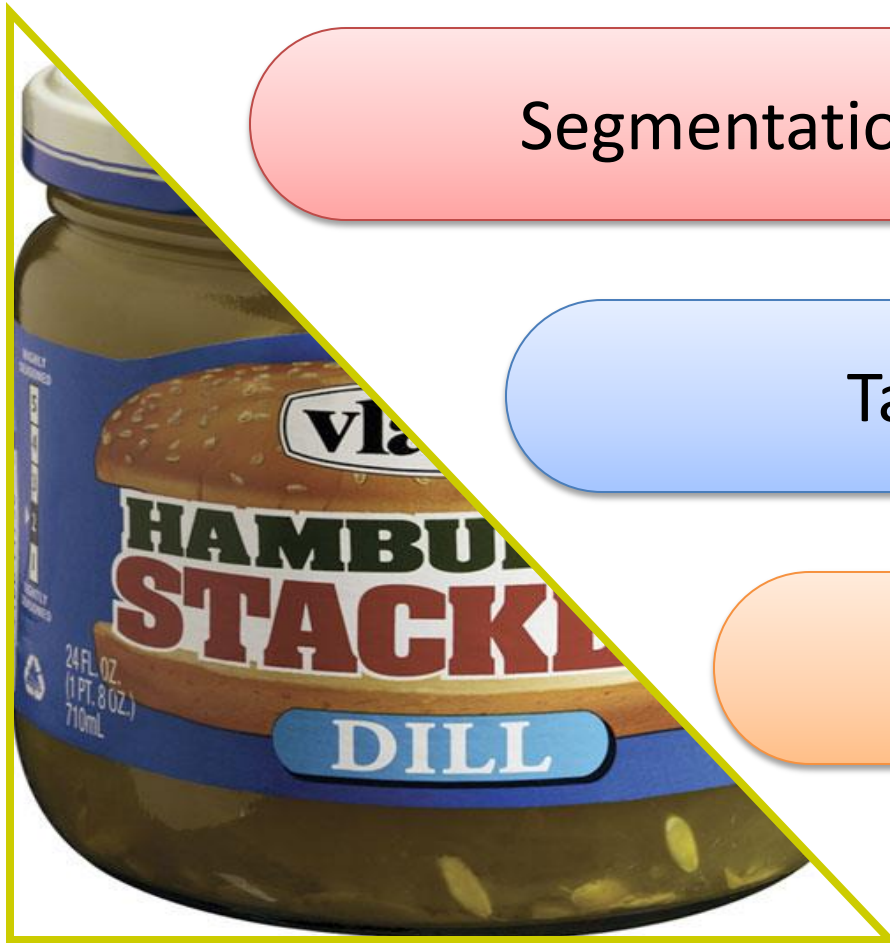


Marketing Strategy

Segmentation

Targeting

Positioning



What Is Positioning?

Positioning is the act of designing the company's offering and image to occupy a distinctive place in the mind of the target market.

GOAL



Locate the brand in the minds of consumers to maximize the potential benefit of the firm



Choosing a Positioning Strategy

Step 1. Identifying Possible Competitive Advantages

Step 2. Selecting the Right Competitive Advantage

Step 3. Communicating and Delivering the Chosen Position

Defining Associations

Points-of-difference (PODs)

Attributes or benefits **consumers strongly associate with a brand**, positively evaluate, and believe they could not find to the same extent with a competitive brand

- Apple (*design, ease-of-use, and irreverent attitude*),
- Nike (*performance, innovative technology, and winning*)

Points-of-parity (POPs)

Associations that are not necessarily unique to the brand but **may be shared with other brands**

- travel agency

Differentiation Strategies



Product

Personnel

Channel

Image

Product Differentiation

- Product form
- Features
- Performance
- Conformance
- Durability
- Reliability
- Reparability
- Style
- Design
- Ordering ease
- Delivery
- Installation
- Customer training
- Customer consulting
- Maintenance

Personnel Differentiation:



Singapore Airlines

- Companies can have better-trained employees.

Channel Differentiation

freshdirect[®]

**FIND OUT IF WE'RE DELIVERING
TO YOUR NEIGHBORHOOD!**

FOR HOME DELIVERY

Enter your ZIP CODE here:

GO

FOR CORPORATE DELIVERY

Enter your ZIP CODE here:

GO

Current customer? [Click here to log in.](#)



OUR FOOD IS FRESH. OUR CUSTOMERS ARE SPOILED.

Companies can more effectively and efficiently design their distribution channel's coverage, expertise and performance.

Image Differentiation

Companies can craft powerful, compelling images

Macho cowboy





THANK YOU