

MARKETING MANAGEMENT

17 XB 106

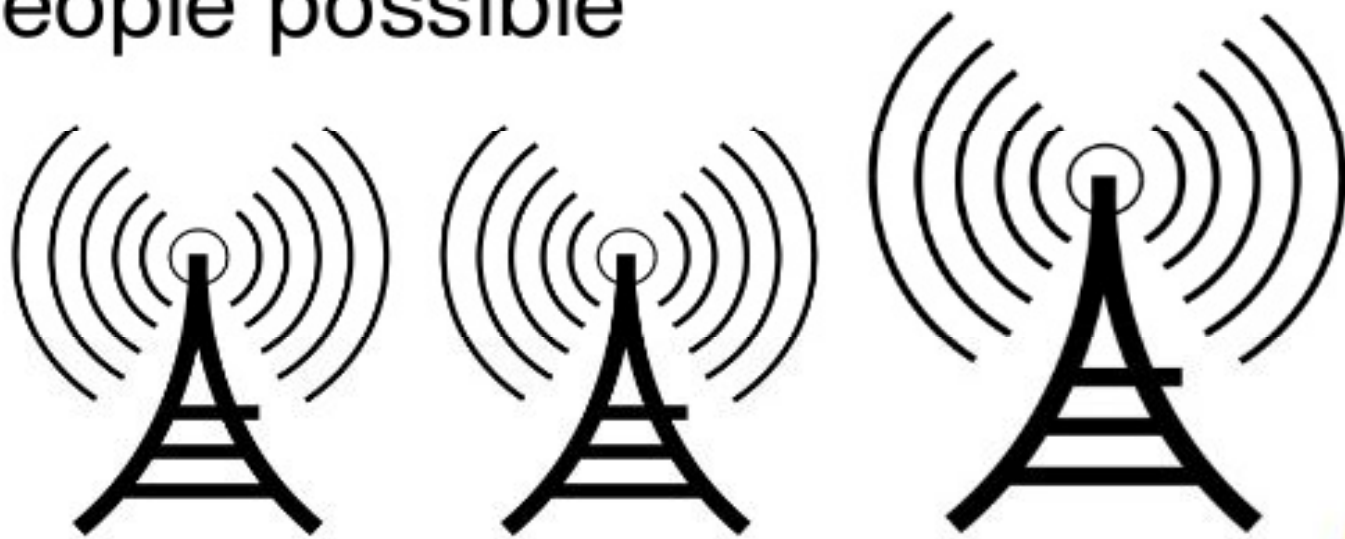
N.Pradeep Kumar
Assistant Professor
XIBA

Mass Marketing/Undifferentiated marketing

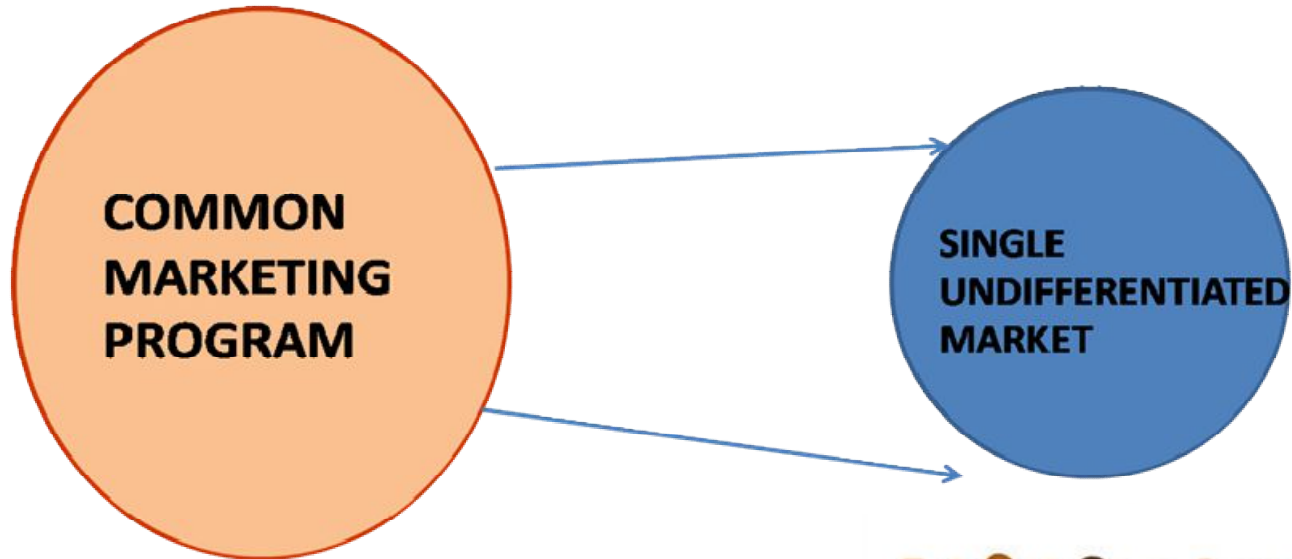
Here, one product and marketing mix is offered to all customers.

- Consider the situation of a bread maker who makes only one kind of bread and offers it to the entire market.
- The market is given only one option 'take it or leave it'.

Mass marketing (or *undifferentiated marketing*) aims to broadcast a message to the largest number of people possible



UNDIFFERENTIATED (MASS MARKETING)



Coca-Cola



Ambassadors and Chetak as Mass Marketers



Market Segmentation

It is the process of dividing consumers in a market in to different groups.

Market segmentation is a marketing concept which divides the complete market set up into smaller subsets comprising of consumers with a similar taste, demand and preference.



The shoe market can be broken into a number of groups with respect of

- Gender
- Occasion
- Age
- Affordability etc.



MARUTI  **SUZUKI**

Way of Life!



Shotgun vs Rifle Approach

The **shotgun approach** to marketing implies marketing to many people through various communication media.

The **rifle approach** to marketing involves focusing on a particular segment(s).

Need for Market Segmentation

- Market segmentation helps the marketers to understand the needs of the target audience and adopt specific marketing plans accordingly.
- Market segmentation also gives the customers a clear view of what to buy and what not to buy.



- Market segmentation helps the organizations to target the right product to the right customers at the right time.
- Segmentation helps the organizations to know and understand their customers better.



Bases of Segmentation

- Market segmentation is about creating divisions.
- A market is a collection of consumers who can be divided into different groups using some criteria.

Bases for Segmenting Consumer Markets

Geography	Demographics	Psychographics	Benefits	Usage Rate
<ul style="list-style-type: none">• Region• Market size• Market density• Climate	<ul style="list-style-type: none">• Age• Gender• Income• Race/ethnicity• Family life cycle	<ul style="list-style-type: none">• Personality• Motives• Lifestyle• Geodemographics	<ul style="list-style-type: none">• Benefits sought	<ul style="list-style-type: none">• Former• Potential• 1st time• Light or irregular• Medium• Heavy

Geographic Segmentation

- **Regions** (Country, Nation, State)
- **Population Density** (Urban, suburban, rural)
- **City size** (Size of area, population size and growth rate)
- **Climate** (Regions having similar climate pattern)

Demographic segmentation

- Age
- Gender
- Income
- Education
- Occupation
- Family Life Cycle



Age-based Segmentation

Kids(0-7 Yrs)	Tweens & Teenagers (8-19 Yrs)	Youths (19-24 Yrs)	Adults (25-44 Yrs)	Middle-aged (45-64 Yrs)	Senior citizens (65 Yrs& above)
Baby clothes	Education Products	Mobile	Home furnishings	Insurance	Medicines
Toys	Desktop	Cosmetics & Personal care	Automobile	Travel & Tourism	Health care

Psychographic segmentation

Psychographic means measurement of psychological characteristics.

Inner psychological characteristics such as

Personality

Self-image

Perception

Attitude

Motivation play a role in driving consumer behaviour.

Lifestyle means pattern of life of a person

AIOs(Activities, Interest and Opinions)

Social Class

Behavioural Segmentation - Buyers are divided into groups on the basis of their response to the product (behaviour).

Usage Rate:

- One possible way to define target market is by product usage.
- There can be heavy users, medium users, light users, and nonusers.



Occasion

A product category could be used on various occasions.



Loyalty

There are buyers who would never move away from their preferred brand.

Benefit sought

Consumers may seek different benefits from a product.

Benefit Segmentation in Toothpaste Market

Colgate : No 1 brand recommended by dentists.



Dabur Red, Colgate Herbal: A herbal solution to get rid of dental problems.



Sensodyne, Colgate Sensitive: Most recommended toothpaste for sensitive teeth.

