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# SEGMENTATION TO REACH THE TARGET MARKETING

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***ABSTRACT:*** To survive, thrive and beat the competition in today's brutally competitive world one has to manage the future. An important part of a marketing campaign is segmenting your market with the intention of dividing it into logical groups, each of which might respond to a different approach. Creating an approach for each segment of your target audience will make it more likely that your message will be heard and followed. Commercial marketers use standard sets of characteristics for segmenting the market. Careful segmentation of your market will increase the chances of success. The key in all of this is to choose a message and a medium that's comfortable for the segment.

The easiest and cheapest strategy is to blanket the target population with a single message. Segmenting the market takes some effort and resources, and designing a campaign that appeals to several segments takes a great deal more. In addition, some of these people may welcome the opportunity to change, and others may resist it. As with all marketing, the best practice is to start with those whose behavior you want to change. If carefully focus to their needs, wants, and opinions, and pretest messages with them, the company are able to choose the right segments and devise a campaign aimed at those segments that gets results. But each of these groups may need a different approach to be convinced to change in ways that will affect the issue. Each of these groups is a different segment of the market and then gear the ad campaign to convince them. The companies strive to gain a competitive position and attract as many customers as possible.

***Keywords: Customer Segmentation, Focus, Commitment***

***Objectives:***1) To reduce risk in deciding where, when, how, and to whom a product, service, or brand will be marketed.

2) To increase marketing efficiency by directing effort specifically toward the designated segment's characteristics.

## I. INTRODUCTION

Segmenting" is a marketing term for dividing up your audience into groups according to particular criteria. The members of each group have at least one important factor in common with the other members of the same group, and that factor sets them apart from all the other groups.

The criteria that you use to determine your groups should have some relationship to how they'll respond to your message. Segmenting will help determine how you deliver your message as well as its content.

If we return to the youth violence reduction campaign referred to in the introduction, we can see several ways the different segments we need to address could be separated. "Youth" might be broken down into gang members and non-gang members, for instance, or into under-16 and 16-and-over. Your segmenting choices would depend on how different the messages might need to be to reach particular groups.

## II. MARKET SEGMENTING

Market segmenting enhances your ability to figure out the four P's of marketing: **product, price, place, and promotion**. The different segments of your target population:

- Need different **products**
- Are willing to pay different kinds of **prices** in time, money, or effort to make the behavior changes
- Can be reached in different **places** through different media outlets, or only through personal contact, or only through third parties
- Will respond to different types of **promotion**.

## III. SEGMENT THE MARKET

Marketers in general choose their segmenting criteria from one or more of five general categories: demographic, geographic, physical/personal history, psychographics (related to beliefs and values), and behavior.

**1. Demographic**. Demographic characteristics have to do with people's vital statistics, the sort of information you might get from census figures, your local town planning office, tax records, and other public documents. Some of the demographic categories you might look at are:

- Gender
- Age
- Marital status
- Family size
- Ethnic/racial background

**2. Geographic.** This one's simple: it refers to where people live. Often, that's an important factor in reaching a targeted group. Besides country, region, and state, there are some other geographic divisions you might use:

- Area or county
- Locality, if rural
- City or town
- Area or neighborhood of a city or town.
- City block

**3. Physical/personal history.** This category includes the physical and medical characteristics and personal experiences that groups of individuals have in common that may influence their responses to social marketing. Some of these include:
Physical disability.

- Family history (including abuse, medical history, alcoholism, etc.)
- Risk factors for diseases or for social conditions (Abused children are more likely than others to become abusive parents, for instance.)
- Current physical and/or mental health status.

**4. Psychographic.** Psychographic characteristics are those that fill out demographic ones with people's lifestyles, beliefs, and values. Demographics may tell you about someone's income; psychographics tells you what she thinks the government should do with her taxes. Some psychographic characteristics that might interest a social marketer:

- Political views, including both party affiliation and the radical-liberal-centrist -conservative-rightist spectrum.
- Values and moral system.
- Social attitudes, touching on such issues as homosexuality, welfare, abortion, etc.
- Environmental awareness and attitudes.
- Health consciousness.

**5. Behavior.** For a commercial marketer, behavior means behavior in relation to the product she's trying to sell: brand loyalty, how people decide to buy a certain product (its price, its quality, its reliability, its brand name), how they'll use it, whether they've bought it before, how much they know about it, etc.

**SIX-STAGE MODEL**

A six-stage model was proposed to describe people's positions, from complete lack of awareness to having incorporated changes into their lives:

- **Knowledge about the problem**. The first step is knowing that the problem exists. There has to be awareness before there can be any movement toward change. The level of someone's knowledge may have a lot to do with whether or not he's willing to think about changing his behavior.
- **Belief in the problem**. Once people know about the problem, they have to believe there is a reason they should be concerned about it. That often means understanding how it applies to them personally.
- **Desire to change**. People have to decide that there's a reason that they or the situation have to change. Many people, for instance, know that smoking is a health issue, and that it is important to individuals and society, but still aren't ready to quit themselves.
- **Belief in one's ability to change**. Those reluctant smokers in the paragraph above have to believe they can quit before they'll make an effort to do so.
- **Action**. At this point, individuals have resolved the previous four issues, and are ready and able to do something about the problem.
- **Ability to maintain the change**. Once someone's taken the appropriate action, it's still not all over. If the action was personal - quitting smoking, for instance - that action has to be maintained over time to be effective.

## IV. EVALUATING THE SEGMENTS

Once the target markets have been segmented, they can be evaluated according to criteria which have emerged from work in both (social) marketing and health promotion/health education. While there is some variation between marketing texts, the four requirements most commonly accepted as necessary for effective segmentation

- Measurability: Can we determine the size of the segments from available data?
- Accessibility : Can we access and provide products/services this group?
- Substantiality: Is this segment large enough to be "profitable" – how many people, what percentage of population?
- Action ability : Can programs be designed to attract and service this segment?

**ADDRESSING THE TARGETED SEGMENTS**

Commercial marketers usually see themselves as having three choices, depending upon their needs and resources : undifferentiated marketing, differentiated marketing, and concentrated marketing.

**1. Undifferentiated marketing**

Undifferentiated marketing is the practice of developing one message aimed in the same way at everyone you want to reach. In the early days of TV, particularly, most commercial campaigns were run this way. A single ad, or a series of similar ads - often humorous - would saturate the airwaves for weeks or months: That's the up side. The disadvantages of an undifferentiated campaign lie in trying to create a message and presentation that will speak to everyone on some level.

**2. Differentiated marketing**

Differentiated marketing can be very expensive, both in time and effort and in money. In addition to the energy needed to create a different message and presentation for each segment, there are the costs of producing and distributing all these different messages. Even if the campaign is a local one, involving mostly volunteer labor and ideas, it will require a serious investment of resources.

On the other hand, differentiated marketing, if done well, can be extremely effective at reaching exactly the groups you want to reach, and motivating them to make the changes you're working toward.

**3. Concentrated marketing**

Deciding whom to target in a concentrated campaign depends upon what the goal is. If you're trying to change perceptions in the community, you might target those who are most influential. If you're trying to deal with the spread of a problem, you might want to target those who are most ready and most likely to change their behavior as a result of the campaign.

Concentrated marketing has the disadvantage of ignoring many segments that may be affected by the issue or may be helpful in bringing about the desired changes in the community. It chooses to cover one small piece of the total market extremely well, but at the expense of ignoring a large portion of the community.

## V. KINDS OF DIVISION

Some other kinds of division also require different kinds and/or forms of messages . Some of the segments to think about include:

- **Education and social class**:

In our supposedly classless society, these are almost the same. People who grew up as lower or working class become middle class almost automatically if they graduate from college. Even if they work at blue-collar jobs, they retain a different sensibility than those with no college background, and are apt to respond to different kinds of messages.

- **Language:** If different segments speak different languages, or speak in different slang, they need to hear your message in the language in which they're most comfortable, or in straightforward standard English that they can all understand.
- **Culture:** Different cultures may dictate different messages, even if their languages are the same. The message and its presentation have to conform to the expectations of the culture if you expect people to hear it.

- **Offensiveness:** Some people judge a movie, for instance, on whether or not the people in it swear a lot, or whether it includes sex scenes. The nuances of plot and character are lost in their outrage over particular words or actions. Comprehensive family planning, involving birth control and the possibility of abortion, can be seen by devout Catholics and Orthodox Jews as insulting to their religious beliefs.
- **Levels of awareness:** Those who are sophisticated about the issue may find a simple approach insulting, or may ignore it as obvious. By the same token, those who know little about the issue can be confused and alienated by complicated explanations or arguments.
- **Levels of affluence:** You may want to ask more affluent people for contributions, while you pitch a message requesting volunteer time or help in spreading the word to those who have less money to offer.

## VI. EXAMPLE

Coca-Cola takes every customer as target and potential who is thirsty. All age groups are being targeted but the most potential is the age group from 18-25 that covers around 40% of total age segment.

**Age:** The target market for the Coca-Cola is based on age. The audience of Coca-Coal is youngester or youth. It has wide range of targeting. It ranges from the age of 15-25 and reaches to 40.

**Gender:** Their targeting is not based gender but the results show that both genders like this product and use it Coca-Cola segments pakistani market with a percentage ratio of 58% females and 42% males.

**Life style:** busy life style( face shortage of time) and mobile generation. Family; dependent on their family. Occupation; students and family oriented people.

**Nature:** Fun lovin and entertainment loving.

**Socio Economic Status:** Upper lower and lower class.

Coca-Cola serves its products using mass market technique.

**Geographic segmentation Internationally :** Coke segments its products country wise and region wise. The most important things is the taste and quality. It varies according to the taste and income level of the people in that country third world countries are given low quality and taste

## VII. CONCLUSION

Segmentation is the tool that enables to identify different groups of customers, and provide the best possible products to meet individual requirements. The market consists of different consumers with differing needs. Understanding segmentation enables to maintain a Number 1 value position. can be seen differences between existing one. Market segmentation is important not only for creating consumers but also for satisfying them. Market segmentation helps matching of market opportunities to the resources of the corporations and enables them to face market competition effectively. It raises marketing efficiency through proper adjustment of marketing mix for each market segment. Market segmentation is one important element of modem marketing management.