

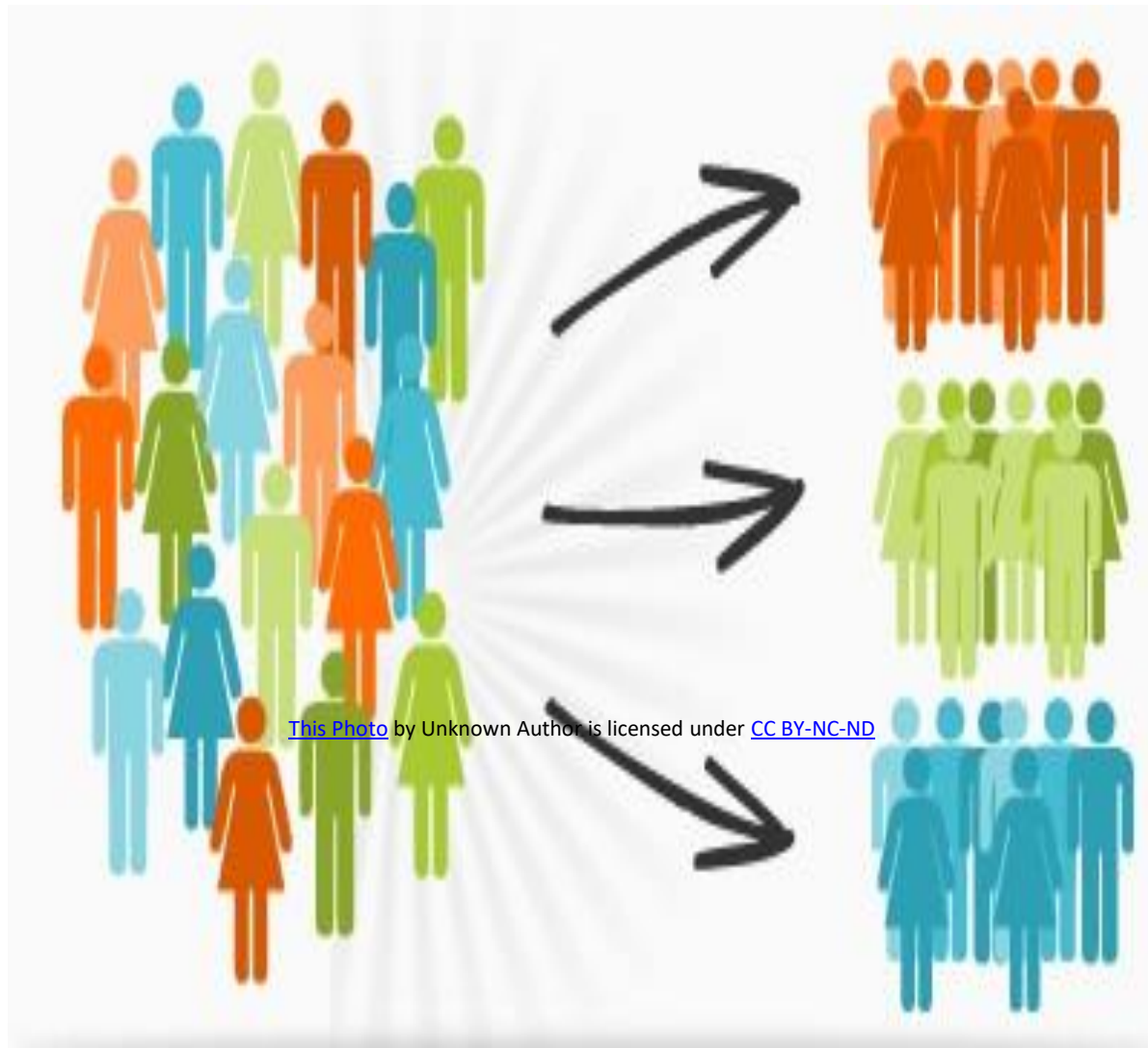


# Market Segmentation

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# Market

- Market: Potential buyers of a product and service.
- Market Segmentation: the process of dividing the market into homogeneous customers.
- Market Segment: Homogenous group of people having the same value and used by the marketers for to built the seller and buyer relationship.

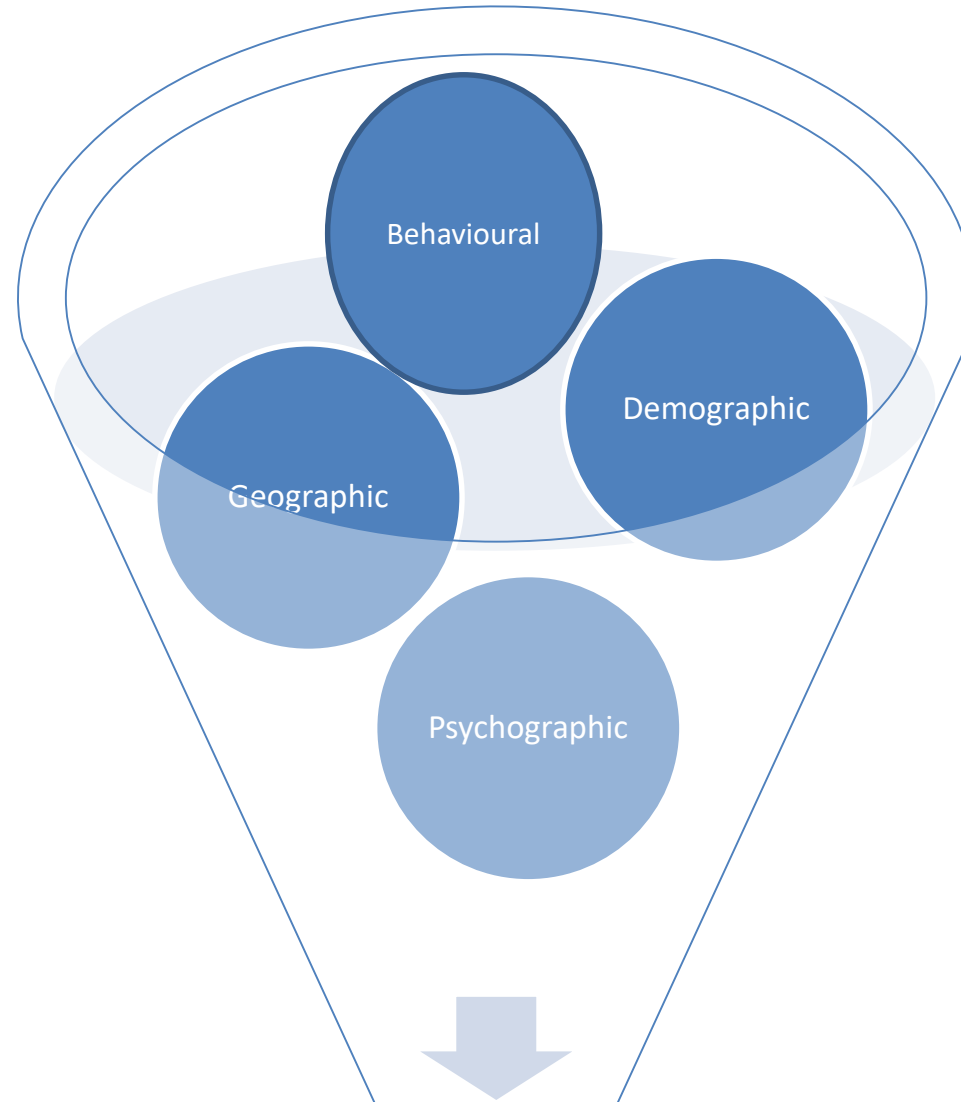
# Segmentation ?

- To understand customer
- Different offering for differ groups
- To match the customer demand with offering
- To use the resources excellently
- Competitive edge

# Bases of Segmentation



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## Funnel Approach for Market Segmentation

<Subject Code> <Name of Subject>

# Segmentation on the bases of Demographic

- Size of population
- Age composition
- Sex composition
- Education level
- Family size and structure
- Economic policy
- Urban-rural population

# Geographic segmentation

- Country
- Region
- City size
- Density of population
- Climate
- Availability of natural resources
- Topographical factors: soil, rainfall, sea, rivers
- Location aspect



# Psychographic

- Social class
- Lifestyle
- Personality
- Belief system
- Cultural values

# Behavioural Segmentation

- Festivals celebrated
- Attitude
- Loyalty
- User status