



MASARYKOVA UNIVERZITA

Market segmentation Chapter 9

Market segmentation

- Market segmentation pertains to the division of a market of consumers into units with similar needs and wants.

Segmentation

- ***Geographical (e.g. country, region, city, town, etc.)***
- ***Sociological (i.e. social position, life style)***
- ***Demographic (e.g. age, gender, socio-economic class, etc.)***
- ***Behavioural (e.g. brand loyalty, usage rate, etc.)***

Target

- **Discernable** - How a segment can be differentiated from other segments.
- **Accessible** - How a segment can be accessed via Marketing Communications produced by a firm.
- **Measurable** - Can the segment be quantified and its size determined?
- **Profitable**

Segment serving

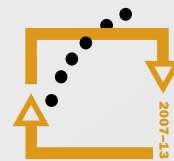
- ☞ **Undifferentiated**
- ☞ **Differentiated**
- ☞ **Niche - concentrated**

➤ *Positioning* concerns how to position a product in the minds of consumers

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY



OP Vzdelávání
pro konkurenceschopnost



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ