

## MARKETING MANAGEMENT

### UNIT-1

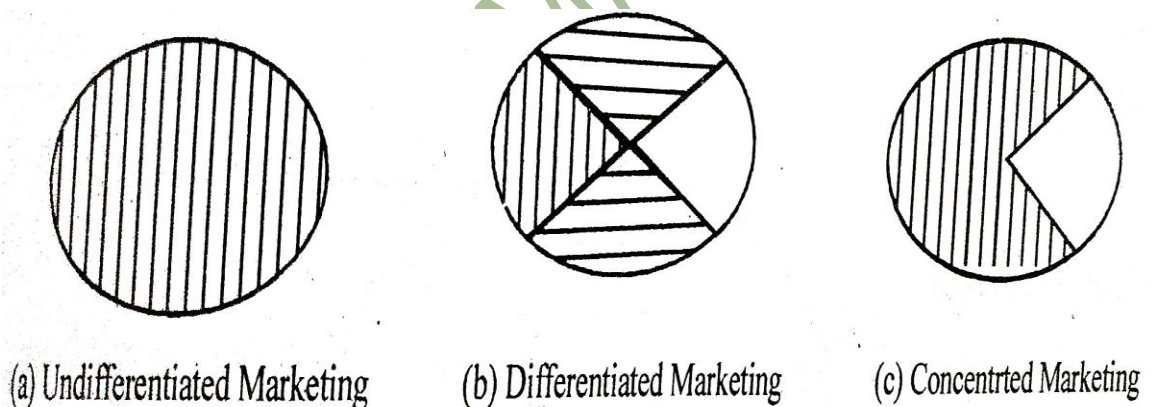
### PART-IX

#### Levels of Segmentation

On the basis of the intensity of segmentation, marketing strategies to be adopted may be classified into the following:

1. **Undifferentiated Marketing.** When it is not feasible, organisations do not permit the division of market into segments, they conceive of the total market concept. In the case of fully standardised products and where substitutes are not available, differentiation need not be undertaken. Under such circumstances firms may adopt mass advertising and other mass methods in marketing. e.g. Coca Cola.
2. **Differentiated Marketing.** Under this concept, a firm decides to operate in several or all segments of the market and devises separate product marketing program This also helps in developing intimacy between the producer and the consumer. In recent years most firms have preferred to have a strategy of differentiated marketing, mainly because consumers' demand is diversified. For example, cigarettes are now manufactured in a variety of lengths and filter types. This provides the customer an opportunity to select his or her choice from among filtered, unfiltered, long or short cigarettes. Each kind offers a basis for segmentation also. Though the differentiated marketing is sales-oriented, it should also be borne in mind that it is a costly affair for the organisation.

3. **Concentrated Marketing.** Both the concepts explained above imply the approach of total market either with segmentation or without. Yet another option is to have concentrated efforts in a few markets capable of affording opportunities. Put it in another way, "instead of spreading itself thin in many parts of market, it concentrates its forces to gain a good market position in a few areas." When new products are introduced and test marketing is conducted, this method is adopted. The principle involved here is: specialisation in markets which are really potential. Another notable feature of this method is that here the advantage of one segment never off-set by the other. But in the case of the first two types, good and poor segments are average.



**Fig. 8.5: Bases of Market Segmentation**