

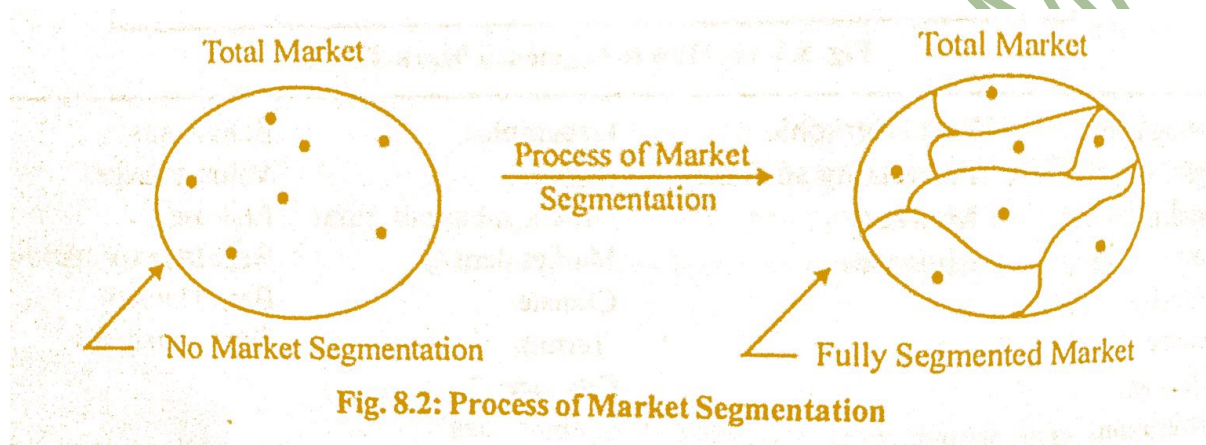
MARKETING MANAGEMENT

UNIT-1

PART-VII

MARKET SEGMENTATION

The concept of market segmentation may be illustrated as follows:



Technique of Group-Media Consumer Insight

Advanced Technique of Group-Media Consumer Insight, a specialist media research arm of WPP group, found that contemporary Indian women in key metros Mumbai, Delhi, Bangalore, Chennai and Kolkata, can be segmented into four different and distinct kinds, according to mindset, brand relationships and media preference. Call her Modern Mona, Progressive Payal, Simple Sita and Anxious Anita.

While a modern Mona is a pressured but inspirational urbanite, found in Mumbai, Delhi and Bangalore, progressive Payal, confident and financially independent, who is westernized in outlook and likes international brands can be found in Mumbai and Bangalore.

But it is Simple Sita, content in her Indianness and living in Kolkata and Chennai, who forms the largest segment. Chennai, Delhi and Kolkata are also typically home to Anxious Anita, a home bird, who finds it difficult to balance tradition and modernity, is insecure about the future and trusts only brands she is habituated with. "The study offers an insight to marketers and media planners trying to influence and predict her buying habits of consumer durables and FMCGs-be it food, household or personal care items and even financial services," Mr. V Balasubramaniam, Director, ATG-MCI, said.

For instance, progressive and anxious ones have a high bonding with brands. They had highest personal care items like soaps, shampoos and toiletries more domestic groups, commitment like simple and anxious ones, had higher involvement with household FMCGs. Those with modern mindsets also had a higher bonding with food brands, especially impulse foods, while progressive and simple ones bonded with financial services brands.

In terms of purchase drivers, modern and progressive minded ones go for product image, while price is the key for anxious types who prefer promotions and discount ads. Product performance influences Simple Sita who thus prefers product centered ads. In terms of shopping habits, moderns prefer departmental stores, while simples are window-shoppers and progressives' impulse buyers. Anxious ones prefer buying fresh food and groceries. They also prefer reading health-related topics.

Benefits of Market Segmentation

1. The manufacture is in a better position to find out and compare the market potential of his products. He is able to judge product acceptance or assess the resistance to his product.
2. The result obtained from market segmentation is an indicator to adjust the production, using men, materials and other resources in the most profitable manner. In other words, the organisation could allocate its appropriate efforts in a most useful manner.
3. Changes required may be studied and implemented without losing markets. As such, as soon as the product becomes obsolete, or even earlier, the product line could be diversified or even discontinued.
4. It helps in determining the kinds of promotional devices that are effective and also helps to evaluate their results.
5. Appropriate timing for the introduction of new products, advertising, etc. could be easily determined.