



MODULE 4: SEGMENTATION

INTRODUCTION

- ❖ Market segmentation is the process by which the total heterogeneous market is divided into homogeneous segments.
- ❖ A market segment is a subgroup of people who have more or less similar characteristics.
- ❖ Profiles of market segments reflecting different combinations of these characteristics are developed.

MARKETING SEGMENTATION

- Marketing management makes use of certain bases to segment the total market.
- The total market can be segmented by making use of singular variables, such as **age group, sex and qualifications**.
- These variables form part of four very important principles according to which the market is segmented, namely **geographic, demographic, psychographic and behaviour principles**.

TARGET MARKETING

- A target market can be described as a specific segment that is chosen by marketing management and for which a marketing strategy is planned and executed.

POSITIONING

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S Ben Porath



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