



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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Firm Competitive Advantage Through Relationship Management Bartosz Deszczyński, 2021-03-25 Relationship management RM is an essential part of business but its success as a business model can be hard to measure with some firms embracing a model that is truly relationship orientated while others claim to be relationship orientated but in fact prefer transactional short term gain This open access book aims to develop a mid range theory of relationship management examining truly relationship orientated firms to discover not only what qualities these firms have that make them successful at the RM model but also what benefits this model has for the firm It addresses questions like how RM mature companies achieve and sustain competitive advantage and what determines the scale and scope of these firms illustrating with case studies This book will be of interest to scholars studying leadership and strategy especially those interested in relationship management business ethics and corporate social responsibility It will also be of interest to professionals looking to develop their understanding of relationship management

Handbook of Research on New Challenges and Global Outlooks in Financial Risk Management Madaleno, Mara, Vieira, Elisabete, Bărbuță-Mișu, Nicoleta, 2022-01-14 Risk affects many different companies industries and institutions and the COVID 19 pandemic has caused more challenges than before to arise In the wake of these new challenges new risk management strategies must arise Risk affects many companies differently though in the aftermath of a global pandemic similar management strategies may be adapted to maintain a flourishing business Financial risk management has become increasingly important in the last years and a profound understanding of this subject is vital The Handbook of Research on New Challenges and Global Outlooks in Financial Risk Management discusses the financial instruments firms use to manage the difference kinds of financial risks and risk management practices in a variety of different countries This book offers an international focus of risk management comparing different practices from all over the world Covering topics such as bank stability environmental assets and perceived risk theory this book is a valuable research source for regulatory authorities accountants managers academicians students researchers graduate students researchers faculty and practitioners

Tourism Theories, Concepts and Models Bob McKercher, Bruce Prideaux, 2020-11-30 A critical overview of the core theories concepts and ideas that have shaped the way we think about tourism Divided into six parts it looks at the important key theories models and concepts ensuring clear understanding and the ability for critical thinking

Mobile In-App Advertising Strategies Vinh Truong, 2025-04-10 Mobile In App Advertising Strategies explores the rapidly growing field of mobile in app advertising providing a comprehensive analysis of the roles goals and strategies of key participants in the ecosystem including app publishers advertisers and ad networks With a focus on an integrated effectiveness framework the book examines how factors like ad space size position and timing influence ad success It offers practical insights supported by empirical data and case studies helping stakeholders optimize their campaigns for better outcomes higher revenue and an improved user experience

Understanding Tourism Bob

McKercher, Bruce Prideaux, 2024-03-01 A critical overview of the core theories concepts and ideas that have shaped the way we think about tourism Divided into six parts it looks at the important key theories models and concepts ensuring clear understanding and the ability for critical thinking *Collage as a Creative Coaching Tool* Andréa Watts, 2022-07-29 Collage as a Creative Coaching Tool is a stimulating and informative resource introducing the Collage Coaching Technique™ This three stage creative process unlocks unconscious thinking enabling profound psychological insight through a deeper and faster exploration of emotions and behaviours Equipped with this awareness clients are empowered to create meaningful and sustainable change Emphasis is on the qualities inherent in collage creation that allow clients to reconstruct their internal narrative and move forward purposefully and effectively Essentially by disassembling disrupting questioning reassembling and visualising their thoughts and emotions externally Case studies client reflections and Andréa's experiences feature throughout illustrating and enriching the theory The content includes detailed guidance on creating a safe space for coaching creatively applying Clean Language coaching with collage online and engaging groups in arts based coaching Through this comprehensive resource the case for integrating collage in coaching and psychology is irrefutable It is inspirational and essential reading for anyone starting reviewing or deepening their creative coaching journey **Theorizing Crisis**

Communication Timothy L. Sellnow, Matthew W. Seeger, 2020-12-22 Explore the major theories within crisis communication fully revised and updated *Theorizing Crisis Communication* provides a comprehensive and state of the art review of both current and emerging theoretical frameworks designed to explain the development management and consequences of natural and human caused crises A critique of the many theoretical approaches of crisis communication this volume provides readers with an in depth understanding of the management response resolution and significance of failures in corporate responsibility as well as destructive global events such as pandemics earthquakes hurricanes tsunamis chemical spills and terrorist attacks This second edition contains new theories from related subfields and updated examples references and case examples New chapters discuss metatheoretical considerations and theoretical advancements in the study of social media Throughout the text the authors highlight similarities patterns and relationships across different crisis types and offer insight into the application of theory in the real world Integrating work from organizational studies social sciences public relations and public health this book Covers a broad range of crisis communication theories including those relevant to emergency response risk management ethics resilience and crisis warning development and outcomes Presents theoretical frameworks based on research disciplines including sociology psychology applied anthropology and criminal justice Provides clear and compelling examples of application of theory in contexts such as rhetoric mass communication social media and warning systems Offers a systematic and accessible presentation of topics by explaining each theory describing its applications and discussing its advantages and drawbacks *Theorizing Crisis Communication Second Edition* is the perfect textbook for advanced undergraduate and graduate students of crisis and risk communication and an importance reference for scholars

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