



# SEGMENTASI & TARGET

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# market segmentation

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The process of dividing a market into meaningful, relatively similar, and identifiable segments or groups

# criteria for successful segmentation

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**Substantiality:** A segment must be large enough to warrant developing and maintaining a special marketing mix

**Identifiability and measurability:** Segments must be identifiable and their size measurable.

**Accessibility:** The firm must be able to reach members of targeted segments with customized marketing mixes.

**Responsiveness:** Markets can be segmented using any criteria that seem logical.

# Bases for segmenting consumer markets

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**Geographic segmentation** refers to segmenting markets by region of a country or the world, market size, market density, or climate. Market density means the number of people within a unit of land, such as a census tract.

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**demographic segmentation** are age, gender, income, ethnic background, and family life cycle.

**family life cycle (FLC)** is a series of stages determined by a combination of age, marital status, and the presence or absence of children.

# Psychographic Segmentation

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**Personality:** Personality reflects a person's traits, attitudes, and habits.

**Motives:** Marketers of baby products and life insurance appeal to consumers' emotional motives namely, to care for their loved ones.

**Lifestyles:** Lifestyle segmentation divides people into groups according to the way they spend their time, the importance of the things around them, their beliefs, and socioeconomic characteristics such as income and education

**Geodemographic segmentation**  
clusters potential customers into neighborhood lifestyle categories.

**The business market consists of four broad segments: producers, resellers, government, and institutions.**

# P O s i t i O n i n g

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**Marketers segment their markets and then choose which segment, or segments, to target with their marketing mix.**

Then, based on the target market(s), they can develop the product's **positioning**, a process that influences potential customers' overall perception of a brand, product line, or organization in general.

**Position** is the place a product, brand, or group of products occupies in consumers' minds relative to competing offerings.



# YOUR TASK !

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**Buat PAPER (WAJIB) maksimal 5 halaman dari materi yang sudah dijelaskan**

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THANK YOU!

ANY QUESTIONS?