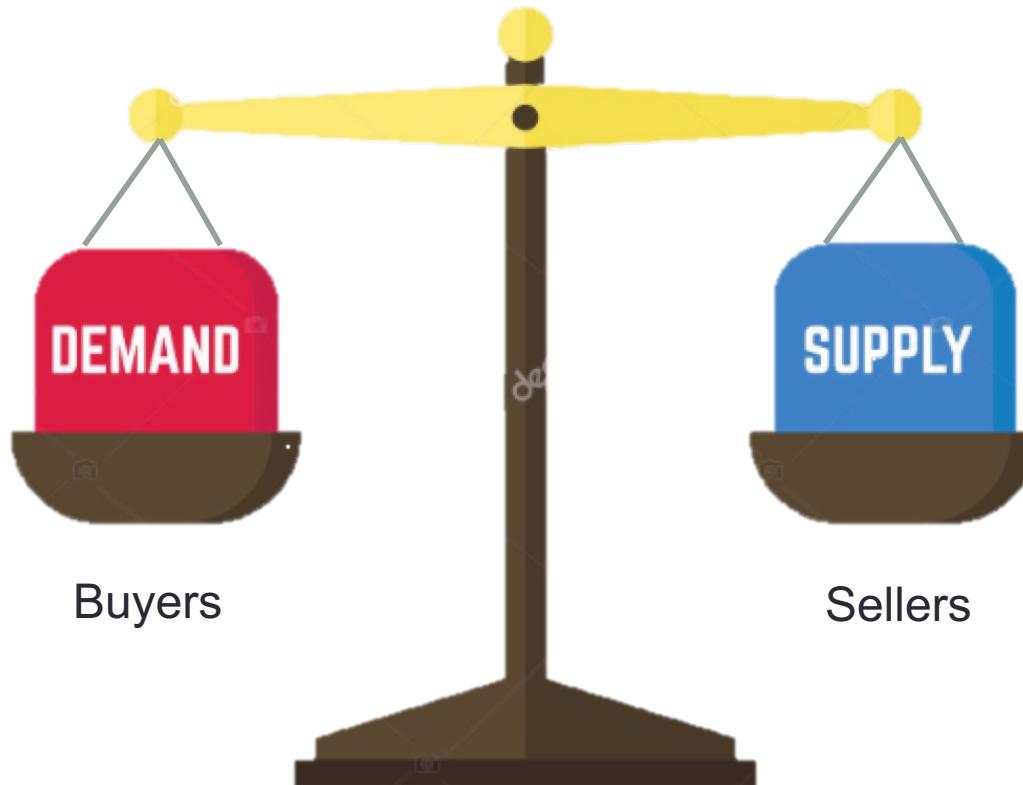


Marketing

Minne Li

The market

- **Market:** a place or process whereby customers and suppliers trade.



The market

Consumer market:

cater for private individual
(i.e. the general public)



Industrial market:

cater for business and government

>
accenture

KPMG

Definition and nature of marketing

Identify the needs and wants of customers through market research and data analysis

Predict what customers might want in the future

Requires people to take responsibility for decision-making

Marketing is the **management process** involved in identifying, anticipating and satisfying consumer requirements **profitably**

Marketing is about earning profit (or a surplus for NPOs)

Satisfied customers are more likely to become loyal customers

Key terms

- **Market segmentation:** the **process** of splitting a market into distinct consumer groups to better meet their needs
- **Market segment:** a distinct group of **customers** with similar characteristics, e.g. age, gender, income, ethnicity or religion
- **Targeting:** the **process** of devising an appropriate marketing mix and marketing strategies for different market segments
- **Target market:** a particular **market segment** that a business aims to focus its marketing effort on

Market segmentation

- **Segmentation by demographics**



- Age



- Gender



- Race and ethnicity



- Marital status



- Language



- Income, education, profession (socio-economic class)

Market segmentation



➤ Gender segmentation

Nike has stepped up its efforts to capture the women's sport apparel market by overhauling its women's apparel lines, revamping the Nikewomen.com Web site, and opening Nikewomen stores in several major cities.



➤ Income segmentation

Credit card companies offer different types of cards with different perks depending on income level.

Market segmentation

- Segmentation by geographic factors



- Location



- Climate

Market segmentation

- Segmentation by geographic factors



Unilever practices geographic segmentation by launching Clear shampoo specifically for the China market



Coca Cola realized that Japanese teenagers did not like to leave their coke open when talking on the phones. The Coke can with a twisted cap that could be closed after open was developed specifically for this market.

Market segmentation

- **Segmentation by psychographic factors**

-  - Hobbies and interests

-  - Values

-  - Religious beliefs

-  - Attitude

-  - Lifestyle, fashion and taste

Group work

Describe your way of market segmentation and your target market.

