

# MARKETING MANAGEMENT

## Assignment - 2-9

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# CUSTOMER SEGMENTING

## HIMALAYA BABY SOAP - COMPANY

Segmenting the customer base for Himalaya baby soap involves dividing the market into distinct groups of customers who share similar needs, characteristics, or behaviours. For an effective segmentation strategy, here are some potential customer segments:

### 1. DEMOGRAPHIC SEGMENTATION

- \* Parents (Primarily Mothers): New or experienced mothers looking for gentle, safe, and natural products for their babies.

- \* AGE: Parents between 25 to 40 years old are more likely to use such products, as they tend to have young children.

- \* INCOME: Middle-income to upper-middle-income families who prioritize health and skincare but are price-conscious.

- \* EDUCATION: Educated consumers who are well-aware of the benefits of herbal and natural ingredients.

### 2. PSYCHOGRAPHIC SEGMENTATION:

- \* HEALTH-CONSCIOUS PARENTS: Parents who prefer natural and chemical-free baby products, focusing on the safety and wellbeing of their children.

- \* ECO-CONSCIOUS FAMILIES: Families looking for environmentally friendly or sustainable products, often concerned about the long-term impact of chemicals on the planet.

- \* BRAND-CONSCIOUS CONSUMERS: Parents who are loyal to reputable brands and tend to trust well-established companies like Himalaya.



### 3. BEHAVIORAL SEGMENTATION:

\* **FIRST-TIME PARENTS**: They are often cautious and looking for trusted baby care brands. They are willing to research and pay more for products they perceive as safest for their babies.

\* **PARENTS SEEKING ORGANIC / HERBAL PRODUCTS**: Targeting consumers who prefer herbal-based products to avoid synthetic chemicals in their child's skin-care routine.

\* **OCCASIONAL BUYERS**: Customers who use baby care products less frequently and tend to purchase them on special occasions or during promotions.

### 4. GEOGRAPHIC SEGMENTATION:

\* **URBAN PARENTS**: People living in cities with higher exposure to media, trends, and new baby care products, who are more likely to choose premium options.

\* **RURAL MARKETS**: Potential consumers in semi-urban or rural areas where affordability is key but who are starting to appreciate herbal solutions.

### 5. USAGE RATE SEGMENTATION:

\* **HEAVY USERS**: Parents who use baby soap regularly for daily baths.

\* **LIGHT USERS**: Parents who may only use it occasionally or mix it with other skincare products.

By identifying and understanding these segments, Himalaya can tailor its marketing, distribution, and product development strategies to meet the needs of its diverse customer base effectively.