

MARKETING MANAGEMENT

Assignment - 2-9

S. S. S.

2.5

R. Aruna

1P23MM001

M. Com [CA],

Need-based segmentation and benefits-based segmentation are two distinct methods for dividing a market based on different consumer motivations. Here's how they can be applied to a company like Himalaya Baby Soap:

1. NEED-BASED SEGMENTATION

This involves segmenting the market based on the specific needs of consumers.

* SEGMENT 1: SENSITIVE SKIN NEEDS

⇒ TARGET AUDIENCE: Parents of babies with sensitive skin who require gentle and natural products.

⇒ KEY NEED: A soap that does not irritate the skin and is free from harsh chemicals.

⇒ PRODUCT FEATURES: Himalaya Baby Soap is positioned as mild and soothing, with natural ingredients like aloe vera and olive oil that cater to this need.

* SEGMENT 2: DAILY HYGIENE NEEDS

⇒ TARGET AUDIENCE: Parents looking for an everyday soap for their baby's routine hygiene.

⇒ KEY NEED: A Soap that effectively cleanses but is still safe for baby skin.

⇒ PRODUCT FEATURES: The soap provides adequate

cleansing while maintaining skin moisture and softness

* SEGMENT 3: ORGANIC / NATURAL PRODUCT NEEDS

⇒ TARGET AUDIENCE: Environmentally conscious parents who prefer organic and natural products.

⇒ KEY NEED: A product free from synthetic additives, artificial colors, or fragrances.

⇒ PRODUCT FEATURES: Himalaya Baby Soap highlights the use of natural and herbal ingredients to meet this need.

2. BENEFITS - BASED SEGMENTATION (9)

* This involves segmenting the market based on the benefits consumers are looking for.

* SEGMENT 1: SKIN MOISTURIZATION

⇒ TARGET AUDIENCE: Parents who prioritize keeping their baby's skin soft and moisturized.

⇒ KEY BENEFIT: The soap offers deep hydration to prevent dryness.

⇒ PRODUCT FEATURES: The soap contains olive oil, which helps in skin moisturization.

* SEGMENT 2: SOOTHING AND GENTLE CLEANING

⇒ TARGET AUDIENCE: Parents looking for a product that gently cleanses and soothes baby's skin.

⇒ KEY BENEFIT: The soap is non-irritating and calming, suitable for daily use on delicate skin.

⇒ PRODUCT FEATURES: The mild formulation of the soap ensures gentle cleaning, with ingredients like aloe

nera to soothe the skin.

(8)

* SEGMENT 3: NATURAL AND SAFE

⇒ TARGET AUDIENCE: Parents seeking products made from natural ingredients, without harmful chemicals.

⇒ KEY BENEFIT: Peace of Mind knowing the product is safe and free of harmful substances.

⇒ PRODUCT FEATURES: Himalaya Baby Soap is free from parabens, artificial colors, and fragrances, emphasizing the natural, safe formulation.

Each of these segmentation strategies can help Himalaya Baby Soap target different customer groups more effectively based on their needs or the specific benefits they seek.