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# ***THE UNIVERSITY OF BURDWAN***

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## ***MARKETING ASSIGNMENT***

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## **1. What are the different men & woman segment that Indian jeans marketers may aim at? Also, discuss the rural segment?**

**Concept of Market Segmentation-** In business, market segmentation determines who is in your target market- and who is not.

When utilizing market segmentation you look at all the people who could buy your product and decide how to break them up into groups that have similar needs, wants or demand characteristics.

When you do this, you are able to communicate with different groups using different messages and marketing techniques.

### **An ideal market segment is:**

- Measurable
- Large enough to earn profit
- Stable, not going to vanish after a short time
- Reachable by your marketing strategies
- Homogenous and responds similarly to your marketing strategies.

**Bases for segmenting Consumer Market-** Marketers categorize their prospects into customer segment in order to keep their efforts focused and effective.

When your prospects are grouped correctly, it's much easier to target specific groups and tailor your efforts for maximum impact. Below are the most common forms of segmentation.

### **There are mainly four types of segmentation-**

- a) Geographic,
- b) Demographic,
- c) Psychographics,
- d) Behavioral segmentation.

These segmentation variables can be used singly or in combination.

### **a) Geographic segmentation:**

Geographic segmentation calls for dividing the market into different geographical units such as nations, states, regions, or a few geographic area.

Locations, time zone, climate and season, cultural preferences, language, urbanicity.

Jeans are the one of the largest wearing cloths type in the world especially for now day. Jeans market can be divides into segments by cities and climate, cultural preference and urbanicity. In South-India for the climate the like to wear light materials, but in the North-India they prefer comparatively heavy materials in their cloths for the climate and weather condition. Also we can divide the segment on cultural preference and urbanicity. Because, in the urban areas we can notice more modern and open minded customers than the rural areas. The Jeans are a kind of part of modern generation garments so that's why in rural areas there is less demand we can see for Jeans. For these problems marketers can aim at to manufacture or introduce the traditional type Jeans cloths for this rural areas or where customers mainly prefers to wear traditional more than modern cloths.

### **b) Demographic Segmentation:**

Demographic segmentation groups customers and potential customers and potential customer together by focusing on certain traits such as age, gender, income, occupation & family status.

Through Demographic segmentation we can divides the Jeans market by their gender, income, occupation and family status. Like, boys are like to wear Jeans with long pockets, for girls it's shorter. Girls Jeans are bigger in their hips, but for boys it's totally different. Also those customers who's income are high, belongs to higher class, like to wear a premium and branded types of garments and they are always ready to pay more money than other customers who don't have that much of level income.

### **c) Psychographic Segmentation:**

In psychographic segmentation, buyers are divided into different groups on the basis of lifestyle and/ or personality. People within the same demographic group can exhibit very different psychographic profiles. Here we might look at customers and define them by their:

Personality traits, hobbies, life goals, values, beliefs, life goals, values beliefs, lifestyles.

After Demographic Segmentation we can define the market on Psychographic segmentation where we can divide them on their lifestyle & attitude wise. Like some consumers prefer cheap and low price product and they are more interested in value for money product. Other side some consumers prefer costly and premium products to show off or satisfy their self and live high-profile lifestyle. So marketers could divide the Jeans market in Psychographic Segmentation on basis of these topics.

### **d) Behavioral Segmentation:**

Behavioral segmentation refers to a process in marketing which divides customers into segments depending on their behavior patterns when interacting with a particular business or websites.

**There segmentation could include grouping customers by:**

- i. Their attitude toward your product, brand or service,
- ii. Their use of your product or service,
- iii. Their overall knowledge of your brand and your brand's products,
- iv. Their purchasing tendencies, such as buying on special occasions like birthdays or holidays only, etc.

**Types of behavioral Segmentation:**

- i. Segmentation based on purchase and usage behavior
- ii. Occasion or timing-based segmentation
- iii. Benefits sought segmentation
- iv. Segmentation based on customer loyalty

Through this Segmentation we can divide Jeans market in some important segments. Some consumers are

By Behavioral Segmentation we can define the market by some different ways & segments than the other Segmentation. Like we can divide customers by their loyalty toward the brand, purchasing tendencies etc. Some customers are very regular towards a same brand, some are not very regular and they mostly like to switch their brands after a certain time. Those customers, who are very regular we can put them to the loyal customer segments.

## **2. What are the changing trends the environment you see for young people?**

Jeans are pants made from denim or dungaree cloth. They were invented by Jacob Davis and Levi Strauss in 1873 and are worn still but in a different context. Jeans are named after the city of Genoa in Italy, a place where cotton corduroy, called either jean or jeane, was manufactured.

In 1853, workers or labourers were in search of a hardy pant which could survive in heavy uses. After that the jeans were introduced. But with the times, jeans were started to like by all classes of people. In 90's, jeans are mainly in simple designs and baggy types. After that people are started to changing their tastes in many times and now there are many types of jeans available in the market like baggy, choose etc. But choose ripped jeans are the most favourite jeans in now days special for young people.

But there are so many consumers of jeans besides young people, like office guys, workers, labourers and others also. Some customers like to wear formal jeans some like to wear fashionable one. But there are many other types are available in the market of jeans.

### **3. What are the different promotional tools you think suitable for marketing of jeans?**

There are mainly four types of marketing tools we can see in the Marketing, they are-

- i. Advertisement [ paid promotion ]
- ii. Sales promotion [ discounts, vouchers, cash back, offer, etc.]
- iii. Public relation [ loyal customer, connection ]
- iv. Personal selling [ direct door to door ]

In marketing we can see there are different ways to promote a product. But all promotion tools are not equally suitable for all products. For jeans, there are multiple promotional tools, which are I believe most important for marketing. One of them is **Advertisement**. In now days, people are becoming more brand conscious. Advertisement is the one of the easiest way to reach a certain amount of customers. With the help of advertising, companies can make a good image in front of the customers by showing their creativity in their adds or by putting a iconic personalities in their adds.

**Sales promotion** is also can be a effective tool for a producer or a company to attract customers by some tricky manners. Companies can use discounts, offer, Vouchers to attract customers to purchase their jeans products. And they can also use cashbacks, or giving them next time shopping voucher to make customer feels that they are giving their Jeans as cheap as possible with out compromising the product quantity.

There can be many more promotion tools or strategies in marketing but one of the most common tool is **Public Relation**. To maintain the customer regularity or to attract other customers and make them to purchase their products thought they are not thinking for, Public Relation is the most effective way. With some good communication and well behavior, marketers can establish a good relation with their customers.

With **personal selling**, marketers can aim to the customers directly. They can call directly to consumers and ask them their favourite jeans type and can target them by showing or telling them that how varieties they have and how affordable those are. By which they can target a certain amount of customers easily.

