



**CZESTOCHOWA,
APRIL 16-21, 2023**

**SEGMENTATION
AND SELECTION OF
THE TARGET
MARKET**



Co-funded by the Erasmus+ Programme of the European Union



European Handmakers Network

2020-1-IT02-KA204-079128





SEGMENTATION

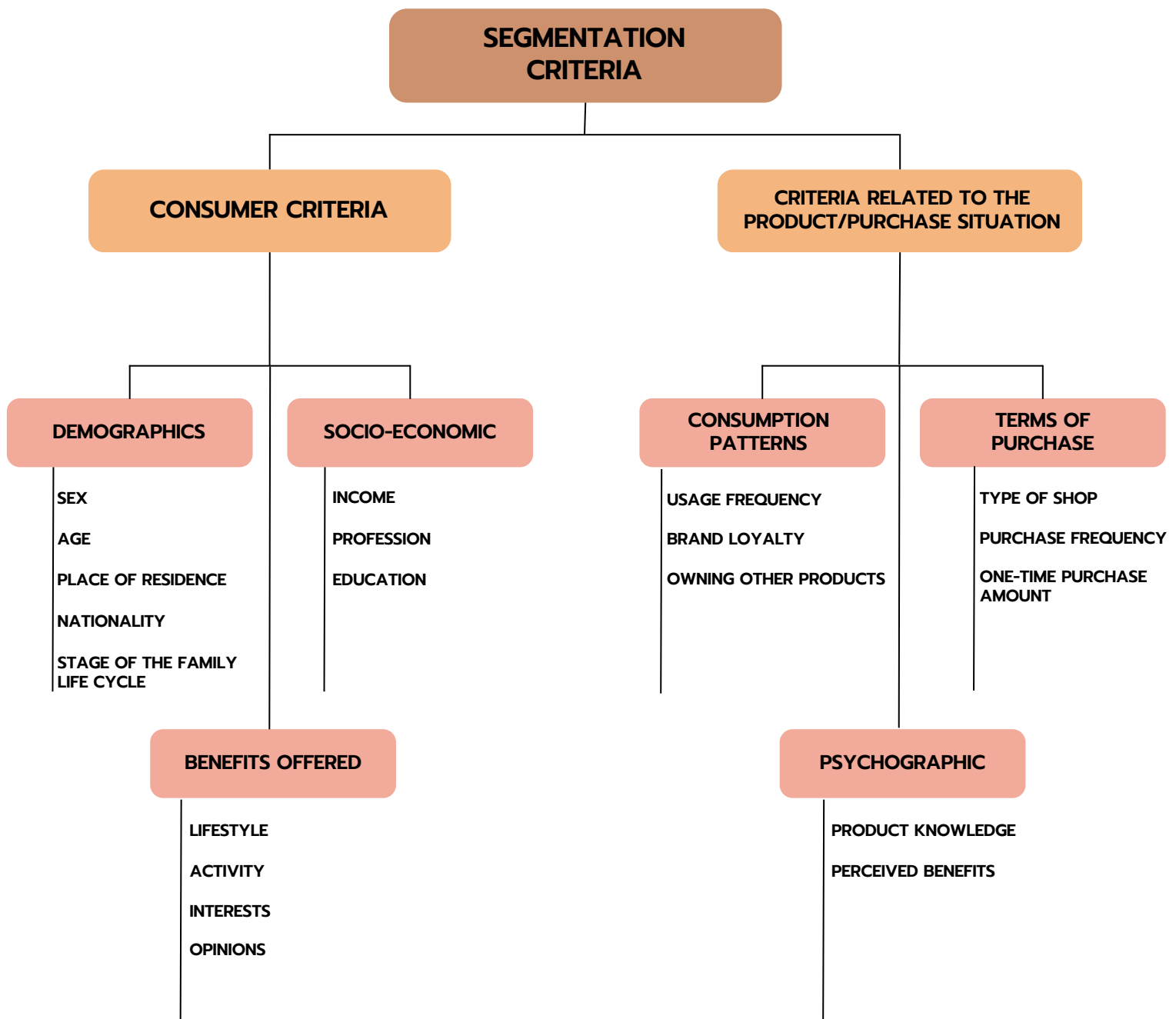
- Segmentation is the division of the market into homogeneous groups from the point of view of consumers' reaction to a marketing product.
- Segmentation makes it possible to adjust the marketing offer to the needs of identified groups of buyers, and to spend funds more efficiently.

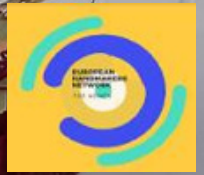


SEGMENTATION IS ALSO USEFUL IN:

- adaptation of products to the needs of buyers,
- reaching those customers whose preferences are taken into account when designing the product,
- more efficient spending of funds earmarked for sales promotion,
- quick notice of changes in the market,
- preparing for these changes in advance,
- a more precise definition of the timing of promotional campaigns.

SEGMENTATION CRITERIA

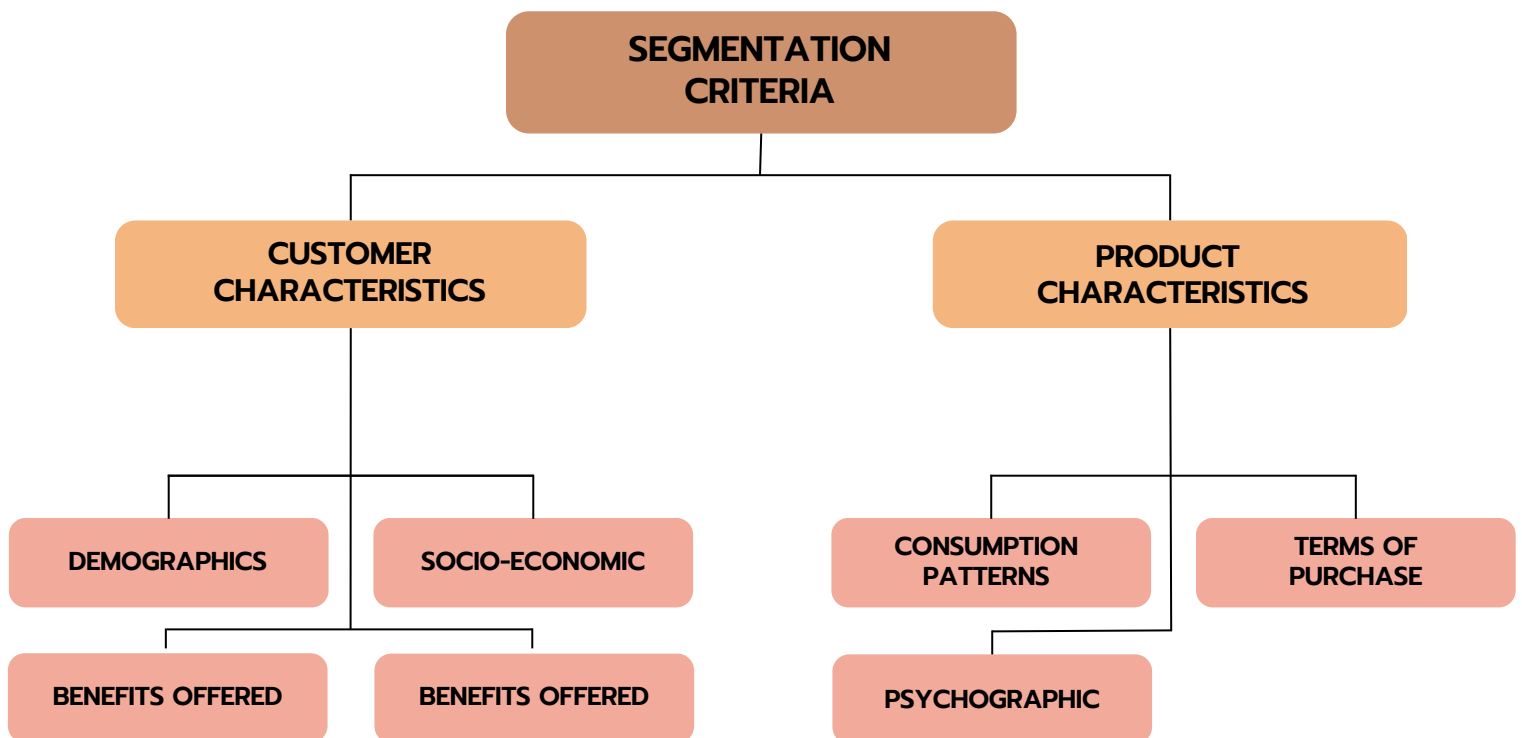




CONSUMER BEHAVIOR AS THE CRITERIA OF MARKET SEGMENTATION

- **User status**
regular, newbie, potential, former, not user
- **Intensity of use**
intense, medium, occasional
- **Attitudes towards the product**
positive, enthusiastic, indifferent, negative, hostile
- **Consumer reactions to marketing tools**
inflexible, price sensitive

SEGMENTATION CRITERIA



CUSTOMER SEGMENTATION

Criteria used	Client groups	Characteristic individual groups customers	Services from which most often use customers
income customers	low customers income	low and medium income	traditional products
	customers about high income	high income	specialised services



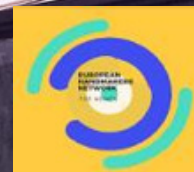
SEGMENTATION PROCEDURES

- Traditional and priorities
- Based on the focus of the performer
- Flexible segmentation



SEVEN STEP SEGMENTATION PROCEDURE E.J. MCCARTH

1. Broad definition of the segmented market
2. Formulation of a list of needs of potential buyers
3. Initial separation of market segments by creating combinations of needs satisfied in a given market
4. Identification and removal of common features
5. Naming the separated market segments
6. Making an in-depth characterization of individual segments
7. Determining the relative size of the segments



FEATURES OF A WELL-DEFINED MARKET SEGMENT

- **measurability**
- **extent**
- **availability**
- **sensitivity**

STAGES OF SELECTING THE TARGET MARKET

