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# Market Segmentation

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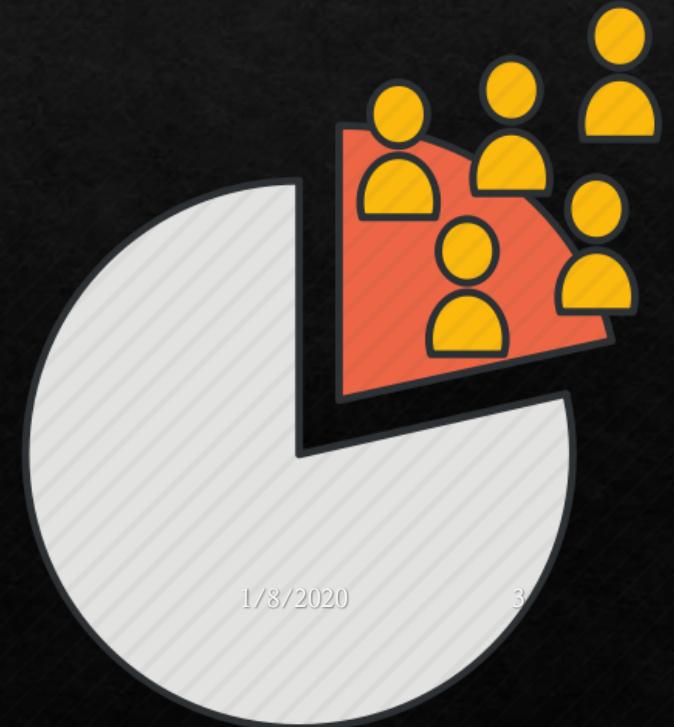
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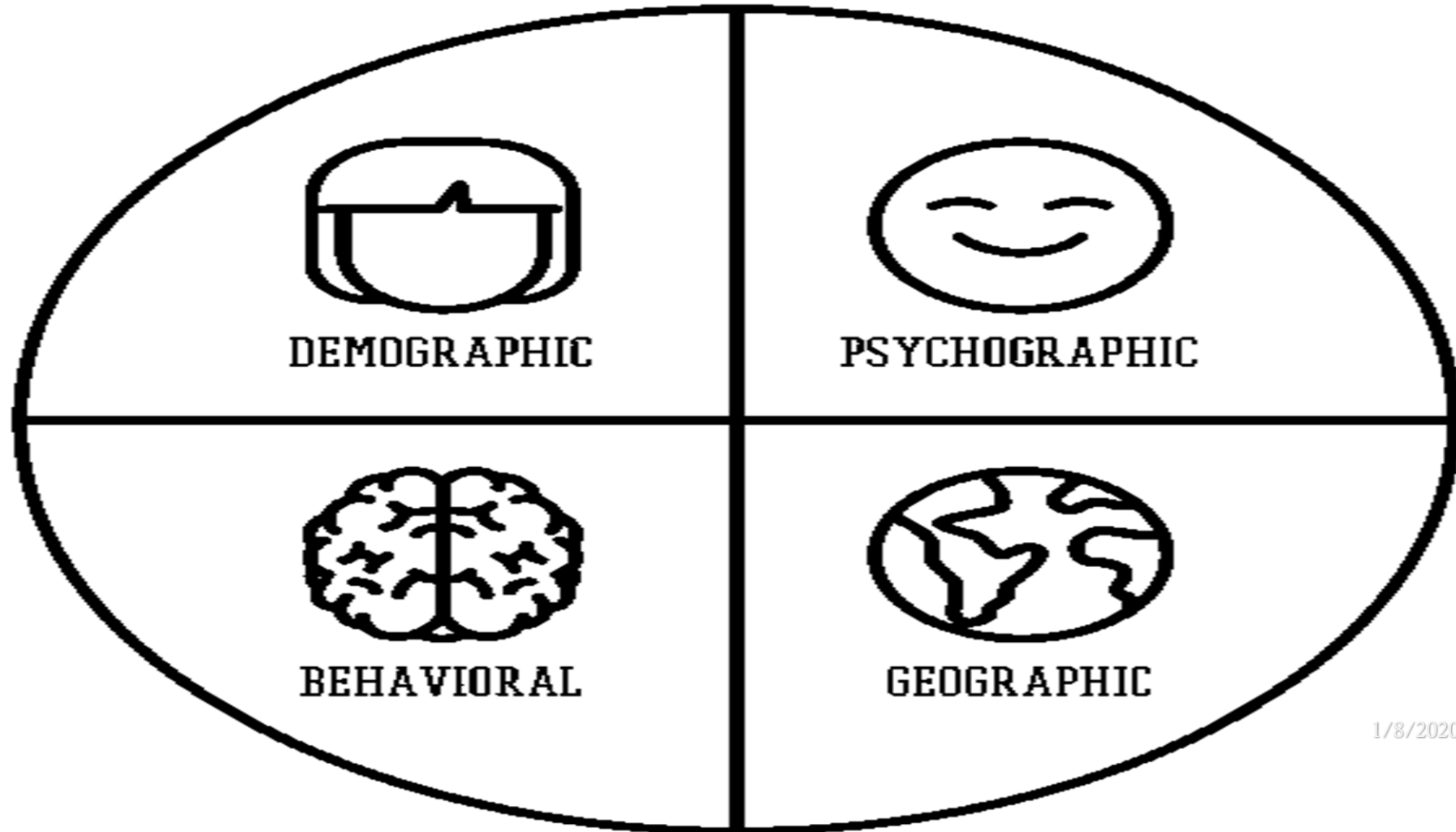
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# Introduction

- ◆ Market Segmentation is the research that determines how your organization divides its customers into smaller groups based on characteristics, interests, and behavior.



# *4 Types of* **MARKET SEGMENTATION**



# Geographic Segmentation

- ◆ Geographic segmentation is a marketing strategy to target products to people who live or shop in a specific location. This approach is particularly useful if you sell products that are subject to differences in regional culture, climate or population.



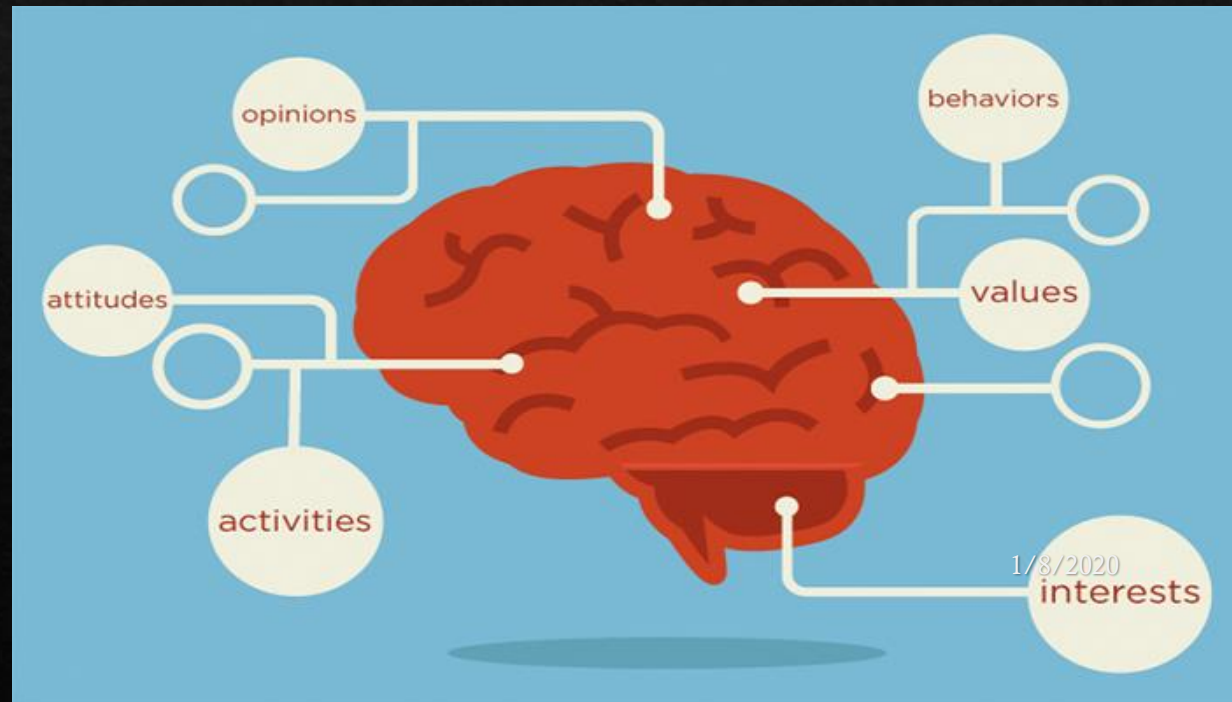
# Demographic Segmentation

- ◆ Companies use Demographic Segmentation to get the right population in using their products. Demographic segmentation too has its own variables such as age, gender, family size, income, occupation, religion, race and nationality.



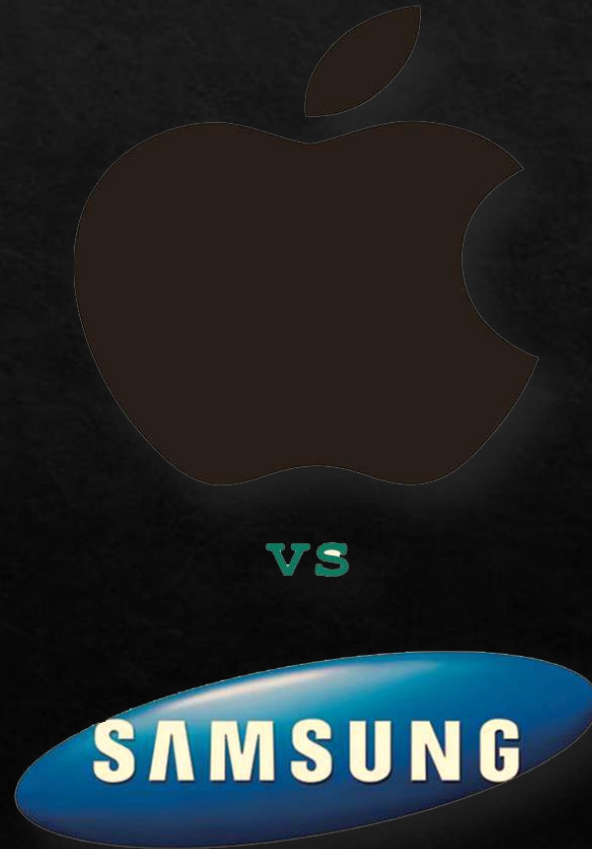
# Psychographic Segmentation

- ◆ Psychographic segmentation is how marketers learn to position their products so that compatible customers can “discover” them. It’s how brands find the right customer match based on customer attitudes and lifestyles.



# Behavioral Segmentation

- ◇ Behavioral segmentation divides markets by behaviors and decision-making patterns such as purchase, consumption, lifestyle, and usage.





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A L F A R I S

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Thank  
you!

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