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**SEGMENTATION AND TARGETING
AS THE WAYS OF PROMOTING GOODS**

Annotation. Segmentation is a process of division a market in to customer's groups for chosen criterias. It helps to consentrate money on the most effective directions. Targeting and segmentation is becoming more important in modern marketing terms.

Анотація. Сегментація – це процес розподілу ринку на групи споживачів за визначеними ознаками, що дозволяють сконцентрувати грошові кошти в найбільш ефективному напрямку. Сегментація споживчого ринку і визначення цільової аудиторії набуває все більшого значення у сучасному маркетингу.

Аннотация. Сегментация – это процесс разделения рынка на группы потребителей по заранее определенным признакам, которые позволяют сконцентрировать денежные средства в наиболее эффективном направлении. Сегментация потребительского рынка и определение целевой аудитории приобретает все большее значение в современном маркетинге.

Key words: targeting, segmentation, consumers, marketing, positioning, enterprise, product, goods, research, specialization.

Any firm realizes that all its products can't satisfy all consumers. Firms need to concentrate on satisfying certain parts or segments of a target. Each company must find out the most attractive segments of a target which will be served most effectively. Nowadays firms try to get over mass-marketing and differentiate marketing to target marketing which helps to find out new possibilities. Every target market can have a necessary product. Instead of dispersing marketing efforts, the seller can focus on consumers which are mostly interested in buying goods [1].

The aim of this paper is to define such methods of promoting the commodity as segmentation, targeting, and positioning; find out the concept of target audiences. Segmentation, targeting, and positioning together comprise a three stage process.

It is obvious enough, that different consumers wish to get different goods. To satisfy these various requirements, the organizations-manufacturers and the organizations-sellers aspire to reveal groups of consumers which most likely will positively react to products offered and focus the marketing activity first of all on these groups of consumers [2].

The first step of segmentation is the choice of segmentation criteria. So while segmentating the market of consumer goods such criteria are used: geographical, demographic, social and economic, psychographic (psychological), behavioral, etc.

Geographical segmentation is a division of the market into various geographical units: countries, regions, areas, cities, areas etc. Demographic segmentation is a

age, sex, marital status, social class, family life cycle, religion, nationality, race. It is usually easy to define and measure demographic segments as the necessary information is often accessible from secondary sources. Social and economic segmentation assumes division of consumers on level of incomes, occupation, educational level. Psychographic segmentation is a division of the market into various groups depending on vital style or personal characteristics of consumers. For example, in due time buyers of "Ford" cars have been characterized as "independent, impulsive, inclined to changes and self-confident". Behavioral segmentation assumes division of the market into groups depending on such characteristics of consumers as: level of knowledge, relations, character of use the product or react to it. Segmentation on circumstances of application is a division of the market into groups according to circumstances, occasions of idea of purchasing or using product [2]. For example, abroad orange juice, as a rule, is used at breakfast. However manufacturers of oranges try to expand demand, stimulating consumption of orange juice during the whole day.

Intensity of consumption is an indicator on which the markets are based. There are groups of weak, moderate and active consumers of certain products. It is obvious to be more favorable serving one market segment consisting of considerable number of active consumers, than some small segments of weak consumers [3].

A degree of loyalty characterizes a degree of adherence of the consumer to certain mark of a product and is usually measured by number of repeated purchases of a product. With this criterion it is possible to allocate the following six segments: 1) the consumers showing high loyalty to certain mark of a product; 2) consumers which can be switched to other mark and reduce the use of this mark; 3) casual consumers the number of which it is possible to increase, using special methods of promotion; 4) casual consumers that can reduce the degree of consumption due to actions of competitors; 5) non-consumers of the mark that can buy it modernized; 6) non-consumers with the strong negative relation to the mark.

The first step must be identifying of a potential customer. There are two types of customer groups that are targeted: individual customers and businesses. Individuals are more difficult to target because they are diverse and unpredictable, they have small individual budgets. Businesses are more stable and have larger budgets to spend on products and services. It is not necessary to choose just one customer group. You may choose to target both businesses and individual consumers. The second step is conducting market research. For more specific information on determining prospective customer group the seller will need either to hire a marketing research firm to conduct formal surveys or need to learn how to do it by themselves. Since marketing research firms are expensive, most small owners will have to conduct their search themselves. The most important objective of market research is to find out what markets are served by competitors, where market opportunities exist, and which markets will be most profitable for a business.

For segmentation to be successful following the three main factors are considered: the size of a segment and the speed of its change (growth, reduction); structural appeal of the segment; the purposes and resources of the organization mastering a segment. Even if the market segment is characterized by the necessary size and growth rate and has sufficient structural appeal it is necessary to considerate the purposes and resources. Then it is necessary to decide what market segments must be chosen as the target markets. Here there are following variants: a) to concentrate the efforts on realization of one product on one market segment; b) to offer one product to all market segments (grocery specialization); c) to offer all products to one market (market specialization); d) to offer various products to some chosen market segments (selective specialization); e) not to consider results of segmentation and to supply to the whole market all goods produced [4].

In conclusion it should be said that those instruments of marketing play an important role in promoting goods and selling them successfully. Modern business terms make manufactures use segmentation of the market in order to be competitive among other enterprises. Segmentation gives a lot of benefits to consumers too as nowadays they have various possibilities of buying commodities. For example there are possibilities of buying goods in supermarkets, specialized shops, and to order goods by post or the internet etc. The object of segmentation are first of all consumers with their specific needs, desires, habits which influence the choice of certain goods.

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