

# Segmentation for marketing essay sample

[Experience](#), [Responsibility](#)



Geographic segmentation involves a business dividing its market on the basis of geography. Market can be divided by geographical areas, such as by city, county, state, region (such as West Coast), country, or international region (such as Asia). It can also be divided into rural, suburban, and urban market segments. Besides that, climate or total population in each area can also be the segmentation. According to The Body Shop, they set up the stores all over the world, such as in United Kingdom, US, France, Korea. The level of people's life is high in these countries and they always focus on the quality of what they use. On the other hand, The Body Shop also sells the different products in different places for different places. For example, due to the dry weather in the south of China, so The Body Shop sells some moisture products such as skin lotion and shower liquid. (Shawn Grimsley, 2004)

#### Demographic Segmentation

Demographic segmentation is market segmentation according to age, race, religion, gender, family size, ethnicity, income, and education. Demographics can be segmented into several markets to help an organization target its consumers more accurately. The Body Shop's targeted customers are general members of the public at all ages who seek natural and healthy beauty products. Additionally people who have an awareness of particular protection are also targeted as potential customers. Firstly the Body Shop provides natural beauty product ranges including cosmetics for both women and men and home range. In this sense the general public from all age groups can be seen as potential customers. Secondly the most important variable in defining possible segmentations is based on psychographic characteristics namely lifestyle which will be discussed in detail in the next

section. In addition the Body Shop brand is a quite famous national brand for beauty products in the UK and its brand image is closely linked with the campaigns it pursues in light of its corporate social responsibility objectives.