

# Marketing mix assignment

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AAA national marketer may take whole nation as his market. For example-in the detergent market Hindustan Levers and Procter and Gamble are all national marketers in India. AAA multinational company may divide the global market on the basis of Geographical features of India Geographical area. 3, 287, 263 sq km. 2 Ranking in terms of geographical area in the world. 7th largest country 3 Physical features Four major regions : A. The Great mountain zone. B. The Plains of the Gang and the Indus region. C. The Desert region. D.

Climate Tropical Monsoon types have four seasons Winter -January to February Hot weather - March to May Rainy (south western monsoon) - June to September Rainy (north eastern monsoon) - October to December Source: India 2000, Publication Division, Government of India Demographic Segmentation Subdividing the market in terms of demographic features of a country or a Variables that may be considered are age, gender, marital status, family size, etc. Demographic data is essential for estimating the size of the target market.

Demographic features of India 1 Population size 846. 30 million as per 1991 census Crossed 1000 million as per 2001 census 2 Sex ratio Females per 1000 males: 933/1000. 2001 census 3 Metro Cities 1991 census Iambi : 12. 60 million Kola : 11. 02 million Delhi : 08. 42 million Achaeen : 05. 42 million 4 Heavily populated districts Kola, Achaeen, Greater Iambi, Hydrated, Delhi, Changer, Amah, Howard, Kanata, Bangle (All of them have a density of above 2000 persons per square km. 5. 01% population lives in these 10 cities. Avgas. Insist of these districts is 6885 persons) Source: Census of India, 1991 and 2001 segmentation Variables that may considered for <https://assignbuster.com/marketing-mix-assignment-essay-samples-13/>

market segmentation are Income, occupation, education, religion, social classes, etc. This segmentation is used for durable products such as automobiles, PC's, etc. Cryptographic segmentation 0 Sub division of different groups on the basis of personality, life style and values. 0 Marketers of cosmetics, textiles, fast food providers etc. Must understand the life style of the target market. Automobile manufacturers must consider different personality traits in dividing the market.

Benefit segmentation Toothpaste General benefits that consumers seek are cleanliness and hygiene in all segments. Other key benefits are:- Cosmetic Protection against foul smell, modernity and cosmic value. Colgate, Prudent Fluoride Herbal Family health, extra protection for children. Colgate Fluoride, Cabala Fluoride. Family health and welfare. Traditionally good for health. Egg-Enemy, Dabber. Consumers' perceived benefits of Two-wheelers Motorcycle brands Perceived benefits Enfield sturdy, good for long rides and high resale value.

Hero-Honda Fuel efficient, high pick up and stylish Sukiyaki Baja High pickup, sleek model Baja] cheetah cub Fuel efficient, lifelong, high resale value Kinetic Honda Electronic ignition, easy to ride, trouble free. Usage based segmentation Market segmented into 0 High buyers 0 Medium buyers 0 light buyers Loyal buyers 0 Relationship seekers: buyers who want to develop long term relationships with their suppliers or retailers. 0 Loyal buyers of particular brand: buyers who seek a particular brand among competing brands.

Evaluation of segmentation Measurable Substantial Accessible Differentiable Actionable Once the firm has segmented the total market should select the target market segment or segments for marketing. Be sensible in terms of company's session, objectives, skills and resources. Targeting Strategies Single segment concentration strategy Multi segment strategy or differentiated marketing Undifferentiated Single segment concentration The firm selects a single segment or market and fully concentrate its marketing efforts to try and seek maximum advantage.

Car maker Single marketing mix Semi-luxury segment (Expensive) Small car segment (affordable, less expensive) Luxury car (very Multi-segments Here the firm may select two or more then two or may be all the segments and approach each segment with n appropriate marketing mix programmer.

Marketing Mix Small car segment Semi-luxury Luxury segment

Undifferentiated Marketing Strategy The firm ignores the market segment differences and goes ahead with 1 single product offer for all segments.

Essential commodity manufacturer. Single marketing mix Market Positioning Positioning of a product or service is creating an “ image” in the consumers' Consumers generally buy “ images” rather than actual product. Marketers mostly use advertising as a tool to build up brand or corporate “ image”. Positioning strategies Positioning strategies Definition Advertising claims Customer benefits Associate a brand or product with customer benefits Benefit(s).