Market segmentation

Business, Marketing

The whole idea of KFC is divide the markets into distinct groups of buyers who have distinct needs, characteristic or behavior or who have might require separate products or marketing mix. In KFC, they have considered four types for market segmentation:

1. Geographic KFC focused in all cities of Malaysia, and the destiny is urban area but the climate is not specific. City Mall can be characterized as urban area by higher population density and vast human features in comparison to area surrounding it. KFC has a lot of outlets internationally and sells it product according to geographic needs of the customer. KFC focuses on how geographically its customer demand different products in a place. In City Mall chicken is the main selling product.

2. Demographic The market is divided into groups based on an age, gender, family size, income, education, occupation, religion, race and nationality. Demographically, KFC divides the market in certain ways. KFC is for both male and female gender, no age limitation, and the consumer income status is RM800 above. By profession everyone can use this product means businessman, student, workers, and other people. It has no education limitation, everyone can easily enjoy with this product. For the family life cycle, KFC is also suitable in every stage of life like single, married, couple and also who those have children can use this product.

3. Psychographic Dividing a market into different groups based on social class, lifestyle and personality characteristics. KFC divides market on the basis of psychographic variables as social class, lower class, middle class and upper class can enjoy this product. The life style is not specific; every kinds

of lifestyle also can enjoy this product. The personalities are authoritarians, gregarious and ambitious can enjoy this product.