

# Market segmentation



**ASSIGN  
BUSTER**

a) Oral-B Geographic: Oral-B satisfies geographic market distribution as it is available in North America, Europe, South America, Middle East and Asia Pacific. For the past 50 years, Oral-B has been producing quality products that cater to the people and dental professionals, all over the world.

Demographic: Oral-B is segmented demographically as it has products for children; moreover, the kid's brushes are also divided into four groups, depending upon the age – from four months of age to children who are above eight years of age. There are cartoon characters in brushes to attract little children. Apart from brushes, kid's toothpaste is also available. Along with children, Oral-B offers various brushes and dental floss to adults. Mouth rinses are also available.

Psychographic: The products of Oral-B can also be divided on the basis of psychographic market segment. People can choose Oral-B toothbrushes according to their individual taste, as variety of brushes with variable prices are in offer. They can also choose brushes according to their color fascination. If someone likes mouthwash or wants complete cleaning care, it is also available in Oral-B, in the form of floss and mouthwash. Apart from manual toothbrushes, power products are also available that comes with rotating oscillation that is effective in reducing gingivitis and oral plaque. But, they are a bit expensive than manual brushes.

Behavioristic: Oral-B products can also be segmented as per behavioral market segmentation. Apart from numerous benefits that the products serve, they have brushes for regular use and occasional use.

Benefit: Oral-B uses benefit segmentation as it offers a variety of toothbrushes. One type of Oral-B toothbrush has nylon bristles that offer extra cleaning power, while some other brushes offer soft bristles for gentle

care. Toothbrushes designed for children are easy to hold and they also have cartoon characters in the handles. It also offers angled handle toothbrush to easily clean the areas that is hard to clean. Oral-B also offers interdental and floss for complete oral care, as it is effective in removing plaque. Floss is also effective in fighting gum diseases. Power toothbrushes with rotating and oscillating bristles make cleaning really easy. Toothpastes and mouth rinses are also available in Oral-B.

### Urban Decay

Geographic: Though it is available only in United States of America, the stores of Urban Decay cosmetics are located nearly in almost all states, all over USA.

Demographic: Beauty products of Urban Care cater to women with variant tastes and lifestyle. Though the products are meant only for women, there are products for daily use as well as for special occasions.

Psychographic: Products of Urban Decay can be categorized on the basis of interests and occupation. Women can use the cosmetics from this company while going to office and can also use other cosmetics while attending parties.

Behavioristic: Urban Decay products can be segmented on the basis of behavioristic market segmentation as there are gifts that can be given in special occasions. There are products for various use.

Benefit: Urban Decay has separate products for face, body, lips and eyes. The company also offers gifts and sets, which can be gifted in various occasions, as cosmetics are meant to be women's best friends. Apart from cosmetics, Urban Decay also offers make up brushes for applying the make up. Not only color cosmetics, there are products for maintaining good skin as

well.

### Just for Men

**Geographic:** The products of Just for Men can be best categorized as per geographic market segmentation as it is available nearly at all places all over the world. It is available in Canada, Argentina, Chile, UK, Germany, Mexico, Netherlands, Brazil, Spain, Thailand, along with some other regions in the world.

**Demographic:** The hair colors of Just for Men are available in variant shades right from subtle tones to match natural look in just five minutes of time. Right from young people to aged people can be benefitted from the products. Moreover, individual assistance is provided for choosing the right hair color.

**Psychographic:** Just for Men hair colors can be chosen according to individual tastes and choice to cover up grey hair.

**Behavioristic:** In terms of the benefits and customer behavior towards the product, the products of Just for Men can be categorized on the basis of lifestyle. The products can satisfy people with varying lifestyle.

**Benefit:** The company offers hair colors for camouflaging grey hair. It can be categorized under benefit market segmentation as it benefits men to style their hair by the color of their individual preference. It also helps men to overcome their depression because of their grey hair; they can flaunt the color which they want. It can be used to color facial hairs, too.

(b)

**Safe-T-Proof :** As Safe-T-Proof offers is a name in providing institutional, commercial and governmental disaster preparedness services, it best caters to benefit market segmentation, as it helps people during the time of any

disaster. Services offered by the company are seismic anchorage and retrofitting, fastening services, certification or training services and construction services. It can also be categorized under geographical and demographic market segmentation. It is demographic as caters to hospitals, residences, businesses and schools. It also falls under geographic distribution as the company partners with other companies worldwide in order to minimize the disasters.

UPN Networks: UPN Networks is a news channel that usually offers daily news. Therefore, it can best satisfy benefit market segmentation as it provides daily happenings from all over the world, and people can be benefitted from it as they get know minor and major incidents that happen daily. It also falls under geographic market distribution as it telecast global news. It can also be categorized under behavioristic and psychographic as it telecast various news to cater people with varying age groups and interests.

Expedia Travel: Expedia Travel can best satisfy Geographical market distribution as it offers hotels in discount rates in most of the tourist destinations in India. It also offers hotels at discount rate in Dubai, Singapore, Kuala Lumpur, Los Angeles, Chicago, New York, London, Hong Kong, Shanghai, Las Vegas, Bangkok, San Francisco, which are some of the prime tourist global destinations. Apart from geographic, it also satisfies psychographic as people can choose hotels and trips at national and international tourist destinations, according to their tastes and lifestyle.

MCI: MCI offers services all over the world regarding voicemail, long distance calling, VoIP, etc. So, it can be categorized under benefit and geographic market segmentation; however, it seems to satisfy benefit market segmentation more. The services of MCI are divided under Medium Business,

Small Business and Large Business along with providing services to individual consumers. So, it can be referred as catering to psychographic segmentation as it caters to different type of businesses – be it small, medium or big.

Reference:

Market Segmentation, (no date), Marketing, NetMBA Business Knowledge Center, retrieved from February 19, 2009, from