



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore - 641 107

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DEPARTMENT OF MANAGEMENT STUDIES

COURSE NAME : 19BA403 - SERVICE MARKETING

II YEAR /IV SEMESTER

Unit 2 - FOCUS ON CUSTOMERS

Topic 1: SM - FOCUS ON CUSTOMERS.



ASSESSING MARKETING OPPORTUNITIES?

A market opportunity assessment is the process of synthesizing market research and client data to identify opportunities for growth in a specific market or business area





CUSTOMER EXPECTATIONS AND PERCEPTIONS OF SERVICES

- Expectations are a combination of beliefs and assumptions about what is likely to happen in the future
- Perceptions are very subjective and based on personal interpretations of information collected during the experience.
- They are developed almost instantaneously and often unconsciously. Perceptions change based on each shopping experience and includes current mood and emotions.



CUSTOMER EXPECTATIONS AND PERCEPTIONS OF SERVICES

- Between each customer's expectations and perceptions are gaps. The larger the gap, the more likely to create unsatisfied customers.
- If customers have low expectations of you, it is not hard to meet them



CONSUMER BEHAVIOUR

➤ **Consumer behaviour** is the study of how individual **customers**, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants.





CONSUMER BEHAVIOUR

- The study of consumer behavior helps the marketers to not only understand what the consumer wants to buy but also helps to understand why they purchase it.
- For instance, Volvo understands that customers prefer their cars for safety, hence Volvo prioritizes safety in its cars.





CONSUMER BEHAVIOUR

- Individuals from lower income group would never be interested in buying expensive and luxurious products.
- He would first fulfill his basic physiological needs like food, air, water etc. Trying to sell a Mercedes or a Rado watch to someone who finds it difficult to make ends meet would definitely be a disaster.





CONSUMER BEHAVIOUR

- For instance, Pedigree is a leading brand in animal food and nutrition.
- It analyzed the behavior of customers towards their product by the way they treat their dog: as a pet, companion or a family member.





HOW TO IDENTIFY YOUR CUSTOMER

What is segmentation?

- The consumers or the market in general is very large. It is heterogeneous.
- To satisfy the needs of all customers out there, it becomes very difficult for organizations.
- Think about the case of building a mobile phone that is the best for all customers.





HOW TO IDENTIFY YOUR CUSTOMER

Segmentation?

- So it becomes extremely important for you to divide this heterogeneous market down into smaller, homogeneous groups for whom you can create products.
- So the act of dividing the entire market down into smaller, homogeneous groups is what is essentially called as segmentation.

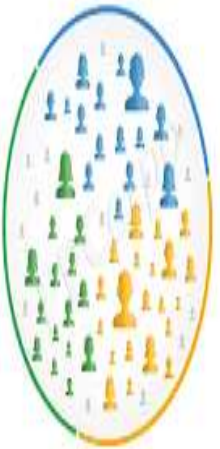




HOW TO IDENTIFY YOUR CUSTOMER

Segmentation?

- Geographic, demographic, psychographic, and behavioral are the four ways in which you can do segmentation.
- But by doing segmentation in either of each of any of these ways, you basically are trying to break down a very complex and heterogeneous marketplace into smaller homogenous groups.
- By breaking them down into smaller homogenous groups, you are now able to reach out to one or a few of these groups and make products and services and offerings that will be most appropriate for one or a few of these groups





HOW TO IDENTIFY YOUR CUSTOMER

Target Marketing

- The next activity that we do is to identify one or a few of these groups, where in you can go and try to offer your products and try to make revenue from these groups.
- Targeting is where you identify which of these segments is going to be the key or the central segment where you're going to offer your products.

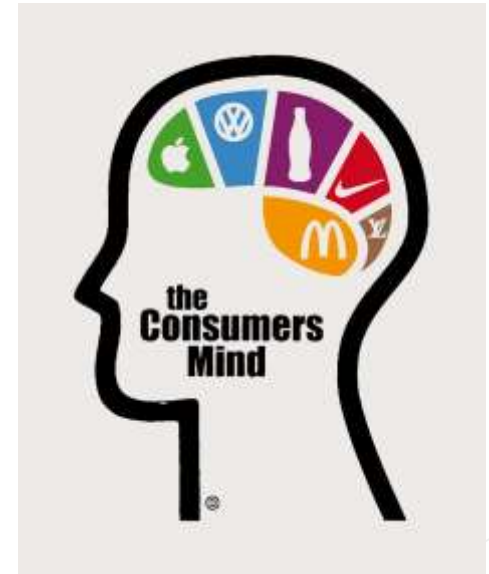




HOW TO IDENTIFY YOUR CUSTOMER

Positioning

- Positioning is where you're trying to create a position for yourself and the position that you create is not in the marketplace but in the customer's mind
- Because it is important for us to understand that the customer is a person who thinks, who understands reality, who has a worldview of how his needs are, his requirements are,





HOW TO IDENTIFY YOUR CUSTOMER

Positioning

- To do positioning, we have a set of vehicles that we can use.
- Say for example, you can use advertising, sales promotion, retail presence etc.
- Your product itself can be used for positioning, but the key here is to understand that you are trying to differentiate yourself from the other players in the market.



RECAP

QUESTIONS???

THANK YOU