



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

**Accredited by NBA – AICTE and Accredited by NAAC – UGC
with 'A' Grade**

**Approved by AICTE, New Delhi & Affiliated to Anna
University, Chennai**

**DEPARTMENT OF MANAGEMENT STUDIES
COURSE NAME : 19BA403 – SERVICE MARKETING**

II YEAR /IV SEMESTER

Unit 2 – FOCUS ON CUSTOMERS

Topic : SM – Perception of Services



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





RECAP

QUESTIONS???

THANK YOU