



# **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 – Market Targeting**

# 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.





**RECAP**

**QUESTIONS???**

**THANK YOU**