



SNS COLLEGE OF ENGINEERING

Kurumbapalayam (Po), Coimbatore – 641 107

An Autonomous Institution

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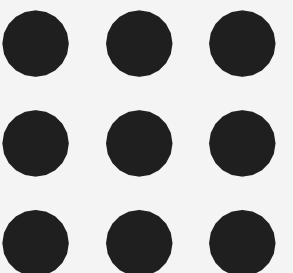
DEPARTMENT OF ARTIFICIAL INTELLIGENCE AND DATA SCIENCE

COURSE NAME: 19OE116 - PRODUCT DESIGN AND DEVELOPMENT

III YEAR / VI SEMESTER

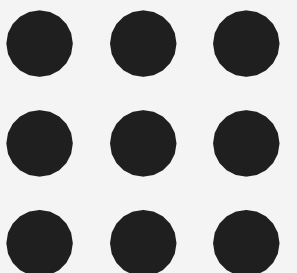
Unit 1 - INTRODUCTION

Topic 12 – Market Segments





Market segmentation is the process of dividing a larger market into smaller, more defined groups based on shared characteristics. This helps businesses tailor their products, services, and marketing efforts to specific customer needs.

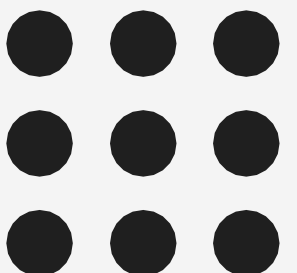




Geographic Segmentation

Demographic Segmentation

Psychographic Segmentation

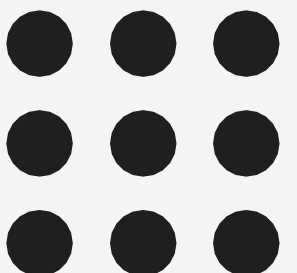




Behavioral Segmentation

Technographic Segmentation

Firmographic Segmentation (B2B)





Generational Segmentation

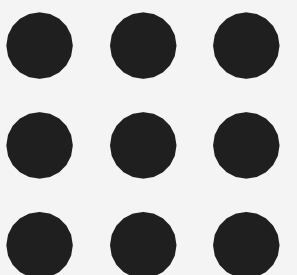
Benefit Segmentation

Hybrid Segmentation

Importance of Market Segmentation:

- . Personalization: Helps businesses tailor products and marketing to meet specific needs.**
- . Efficiency: Allows for optimized resource allocation by focusing on high-potential segments.**
- . Competitiveness: Identifies underserved markets or niches for differentiation.**

By leveraging market segmentation effectively, businesses can better understand their customers, improve engagement, and increase overall market success.





Thank You...