**Glossary: Chap 7**

|  |
| --- |
| Market segmentation = (1) The division of large, dissimilar populations into smaller, more similar groups. (2) The process of subdividing large, heterogenous (dissimilar) whole markets into smaller, homogenous (similar) parts of submarkets = Dividing a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes |
| Market segment = A group of consumers who respond in a similar way to a given set of marketing efforts |
| Segment marketing = Isolating broad segments that make up a market and adapting the marketing to match the needs of one or more segments |
| Niche marketing = Focusing on subsegments or niches with distinctive traits that may seek a special combination of benefits |
| Micromarketing = The practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations—includes *local marketing* and *individual marketing* |
| Local marketing = Tailoring brands and promotions to the needs and wants of local customer groups—cities, neighborhoods, and even specific stores |
| Individual marketing = Tailoring products and marketing programs to the needs and preferences of individual customers—also labeled one-to-one marketing, customized marketing, and markets-of-one marketing |
| Segmentation variables = Factors by which market segments are formed, e.g., geographic, demographic, socio-economic, behavioural, and psychographic variables |

|  |
| --- |
| Geographic segmentation = Dividing a market into different geographical units such as nations, states, regions, counties, cities, or neighborhoods |
| Demographics = A catchall term referring to particular variables describing populations, such as age or sex |
| Age and life-cycle segmentation = Dividing a market into different age and life-cycle group |
| Gender segmentation = Dividing a market into different groups based on sex |
| Income segmentation = Dividing a market into different income groups |
| Behaviouristic segmentation = A method of segmenting a market by dividing customers into groups based on their usage, loyalties, or buying responses to a product or service |

|  |
| --- |
| Behavioral segmentation = Dividing a market into groups based on consumer knowledge, attitude, use, or response to a product |
| Benefit segmentation = A method of segmenting markets on the basis of the major benefits consumers seek in a product or service |
| Occasion segmentation = Dividing the market into groups according to occasions when buyers get the idea to buy, actually make their purchase, or use the purchased item |
| Intermarket segmentation = Forming segments of consumers who have similar needs and buying behavior even though they are located in different countries |
| Target market = A set of buyers sharing common needs or characteristics that the company decides to serve |
| Market targeting = The process of evaluating each market segment's attractiveness and selecting one or more segments to enter |
| Differentiated marketing = The strategy of pursuing several market segments with particular products and marketing mixes designed for the needs of each = A type of marketing strategy whereby a firm offers products or services to a number of market segments and develops separate marketing strategies for each |
| Undifferentiated marketing = The process opposite of market segmentation; i.e., marketers define their products as broadly as possible and promote a product or service to anyone capable of making a purchase |
| Concentrated marketing = The strategy of focusing on a single, easily defined, profitable market segment |

|  |
| --- |
| Market positioning = Arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products in the minds of target consumers |
| Product positioning = The proces by wich marketers create and image in buyers’ minds and control buyers’ perceptions of their product |
| Repositioning = The conscious effort to change consumers’ perceptions of a product – may be in order when marketers discover that a product appeals to other market segments |
| Consumer oriented positioning = The strategy aimed at getting the consumer to perceive a product in some unique, personally related manner, regardless of the product’s characteristics |