



Libyan International University

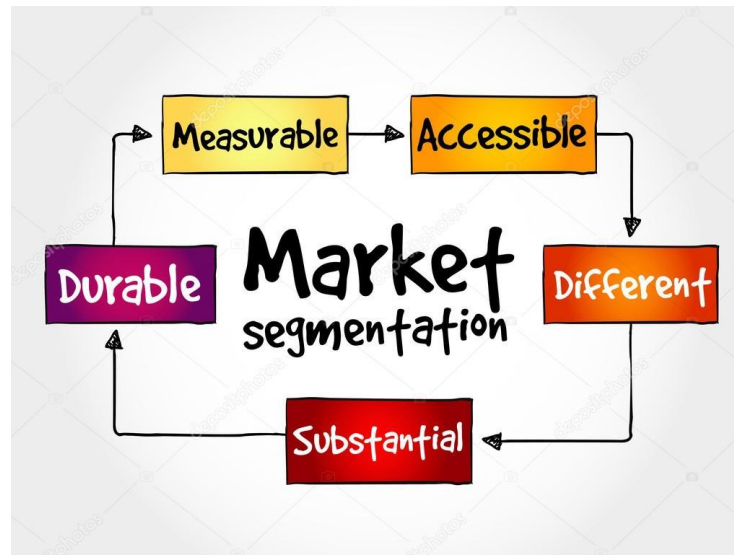
Faculty Of Business administration

Marketing Segmentation

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The Importance Of Marketing Segmentation:

- The importance of market segmentation is that it allows a business to precisely reach a consumer with specific needs and wants. In the long run, this benefits the company because they are able to use their corporate resources more effectively and make better strategic marketing decisions.



- **For example:**

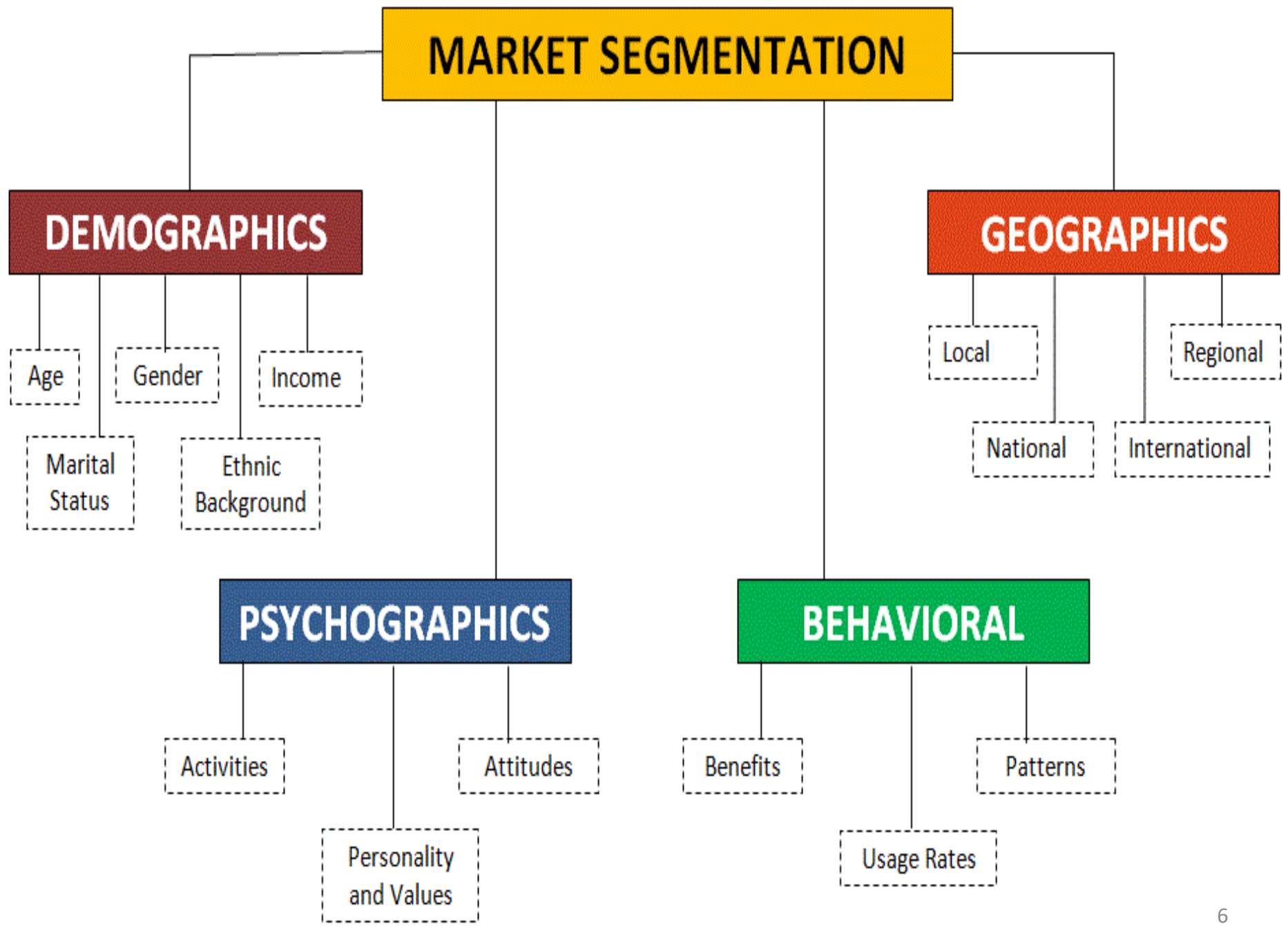
Low price	High price
Basic quality	High quality
Low volume	High volume
Necessity	Luxury
Light	Heavy
Simple	Complex
Unhealthy	Healthy
Low-tech	Hi-tech

Why is customer segmentation important?

- It's no secret that some customers are more profitable than others. ... Recognising these differences will allow you to tailor your approach to the needs of varying customer segments. Differentiating your customers allows you to effectively serve a wider group of people

Types of Market Segmentation:

- Geographic Segmentation.
- Demographic Segmentation.
- Behavioural Segmentation.
- Psychographic Segmentation.



References

- <https://study.com/academy/lesson/market-segmentation-why-market-segments-are-important-to-marketers.html>