

การแบ่งส่วนตลาด ,การเลือกตลาดเป้าหมาย, และ  
การวางตำแหน่งผลิตภัณฑ์

# หัวข้อ

- ความสำคัญและแนวคิด S-T-P
- วิธีการและเกณฑ์การแบ่งส่วนตลาด
- วิธีการและเกณฑ์การเลือกตลาดเป้าหมาย
- วิธีการและเกณฑ์การวางตำแหน่งผลิตภัณฑ์

# Marketing Objective and Process

- CCDVTP
- R-> STP-> MM-> I-> C

C= Create

C= Communicate

D= Delivered

V= Value

T= To a Target Market

P= at Profit

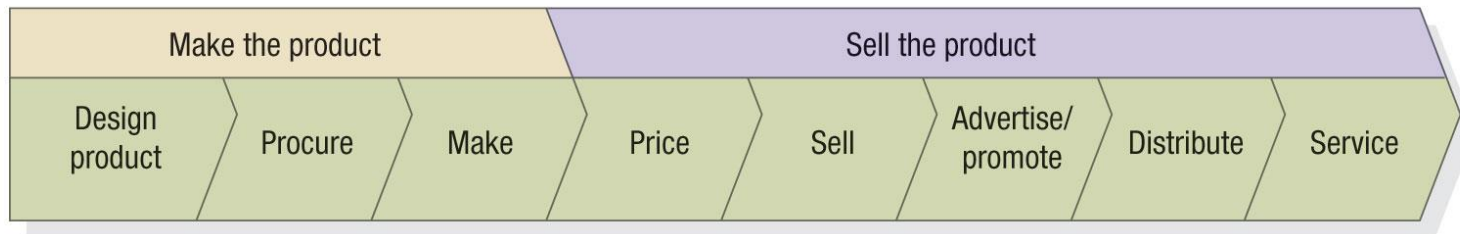
R= Research-> Segmentation-> Marketing Mix-> Implementation->Control

Targeting

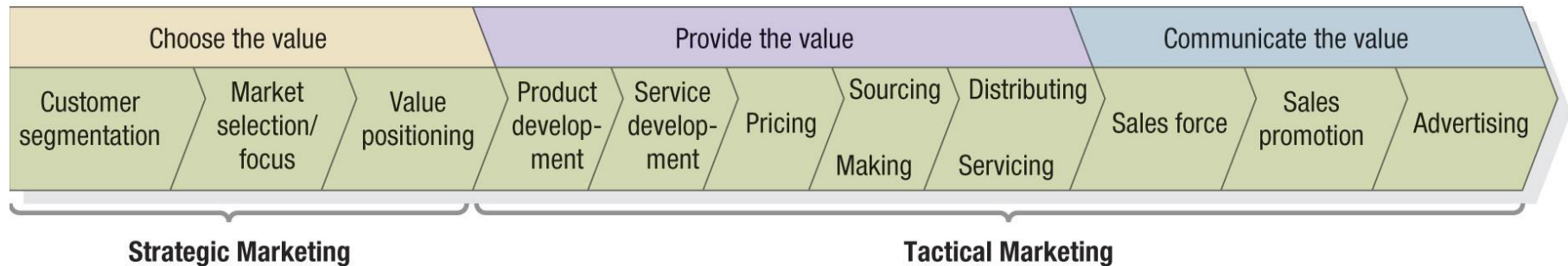
Positioning

# The Value Delivery Process

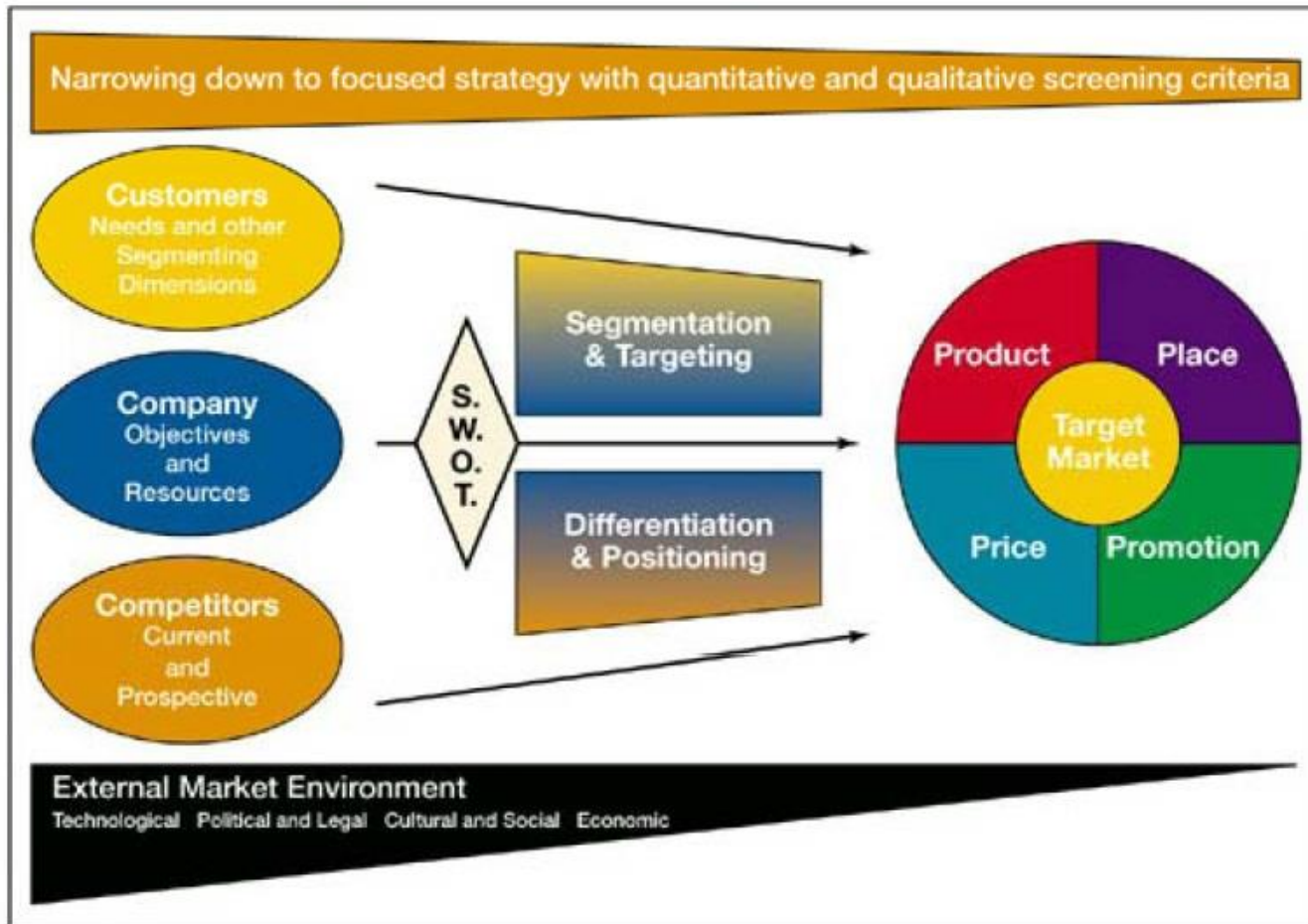
**(a) Traditional Physical Process Sequence**



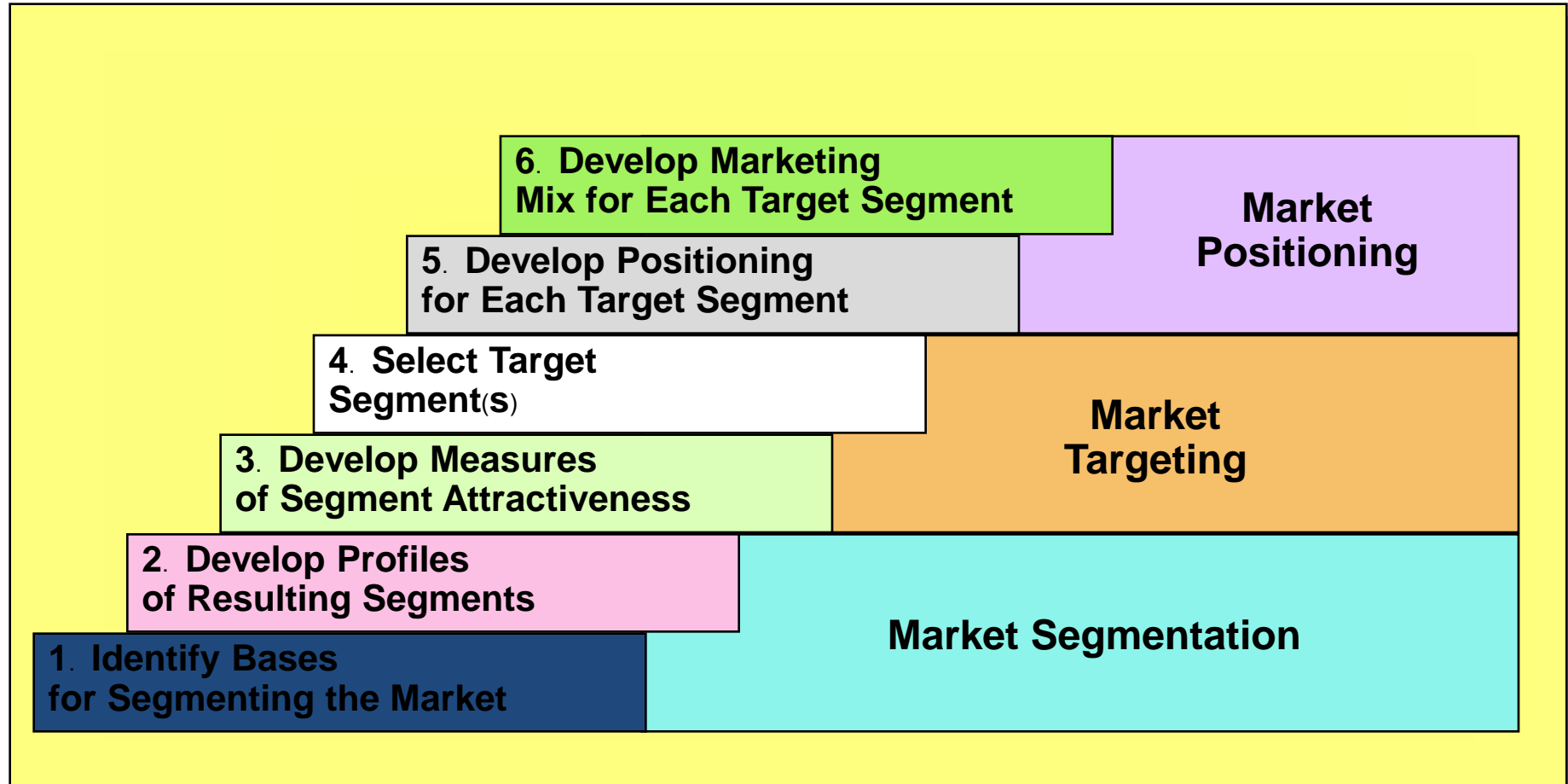
**(b) Value Creation and Delivery Sequence**



# Marketing Strategy Framework



# Steps in Segmentation, Targeting, and Positioning



# ทำไมต้องแบ่ง

วัยรุ่น

คนทำงาน

สูงวัย

ผู้ชาย

ผู้หญิง

คนเอเชีย

อเมริกัน

ยุโรป

ตะวันออกกลาง

พฤติกรรมที่องเทียวต่างกันไหม?

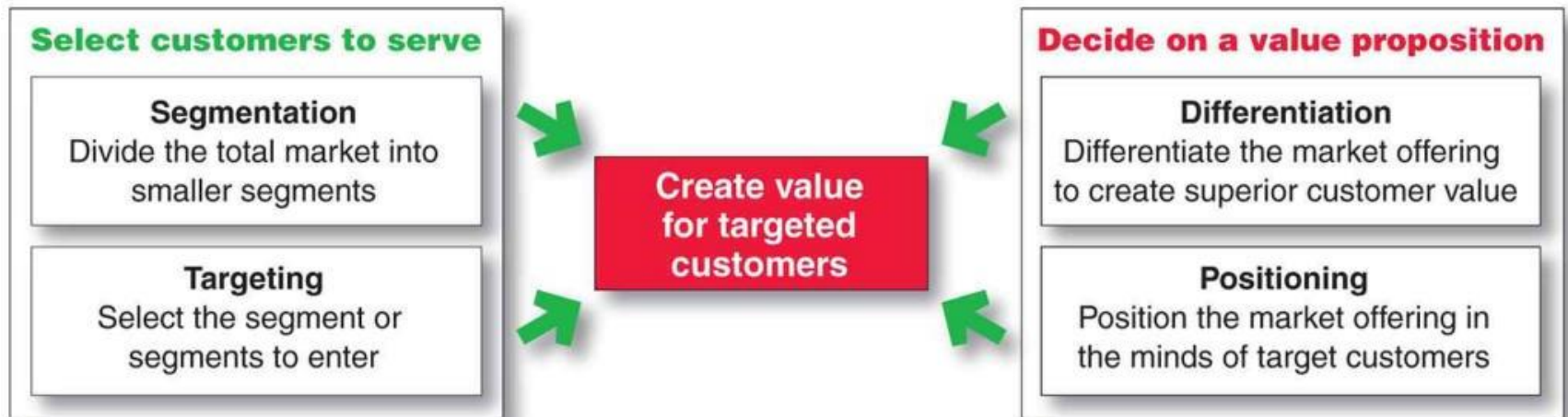
WHO	WHAT (Product)	WHEN (Place)	WHERE	WHY	WHOM	HOW
วัยรุ่น	เที่ยวผจญ ภัย/ลุย/ล่อง แก่ง	โรงเรียนปิด เทอม	ทะเล/ภูเขา	เดี๋ยวจะคุย กับเขาไม่รู้ เรื่อง	พ่อแม่/ เพื่อน/ดารา	หาข้อมูล net
วัยทำงาน	ทิวทัศน์ สวยงาม	วันหยุดยาว ลาพักร้อน		ผ่อนคลาย/ รางวัล	เพื่อน/ดารา	เที่ยวเอง packag e
วัยเกษียณ	ทิวทัศน์ ประเภทไม่ ต้องเดิน มาก ให้อ พระ	วันธรรมดา ที่ไม่ ธรรมดา		ลูก/เพื่อน	ลูก/เพื่อน	เพื่อน/คู่ สมรส packag e



# Segmentation – การแบ่งส่วนตลาด

- Mass Marketing
- Segment Marketing
- Niche Marketing
- Local Marketing
- Individual Marketing

# Customer-Driven Marketing Strategy



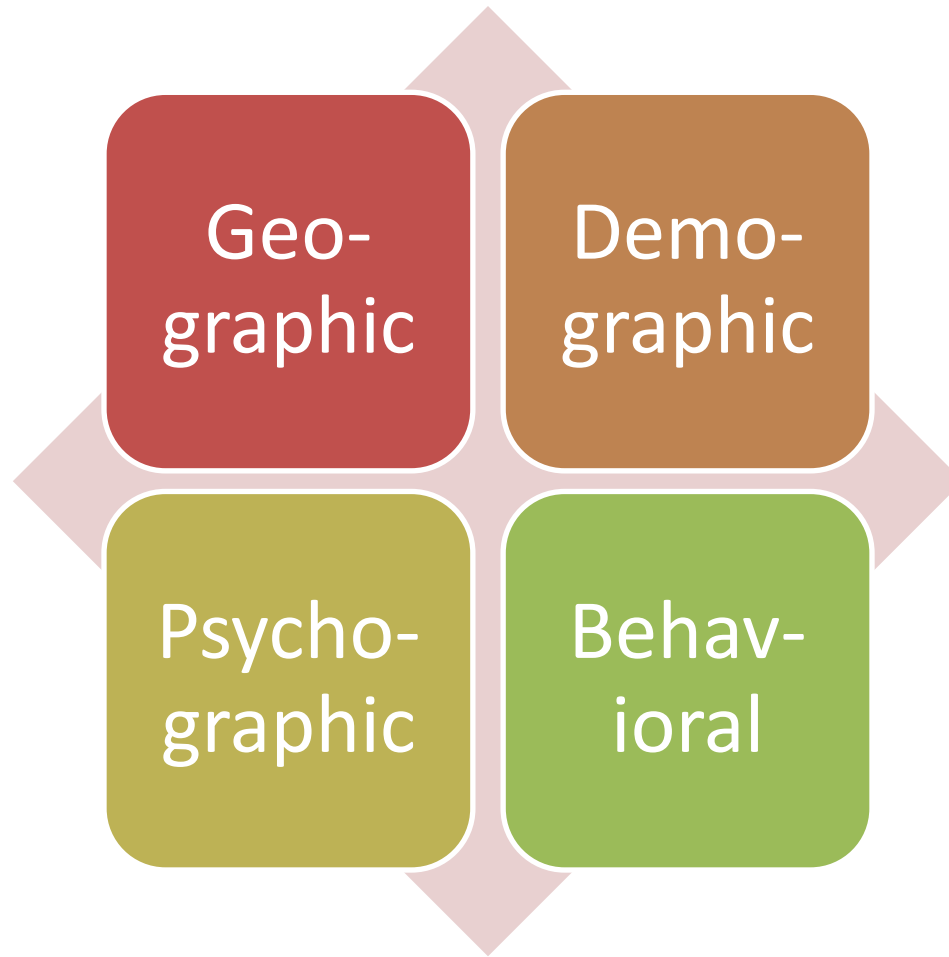
# Market Segmentation

**Market segmentation** involves dividing a



- market into smaller segments of buyers with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes.

# Major Segmentation Variables



# Geographic Segmentation

- **Geographic segmentation** calls for dividing the market into different
- geographical units
- such as nations,
- regions, states,
- counties, cities, or
- even neighborhoods.



# Demographic Segmentation



Age

Gender

Family Size

Family Life  
Cycle

Income

Occupation

Education

Religion

Race

Generation

Nationality

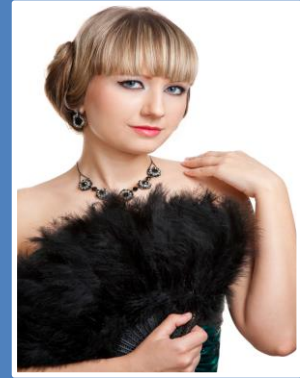
# Psychographic Segmentation



Social Class



Lifestyle



Personality

# Behavioral Segmentation

- **Behavioral segmentation**

divides a market into segments based on consumer knowledge, attitudes, uses, or responses to a product.

**Occasions**

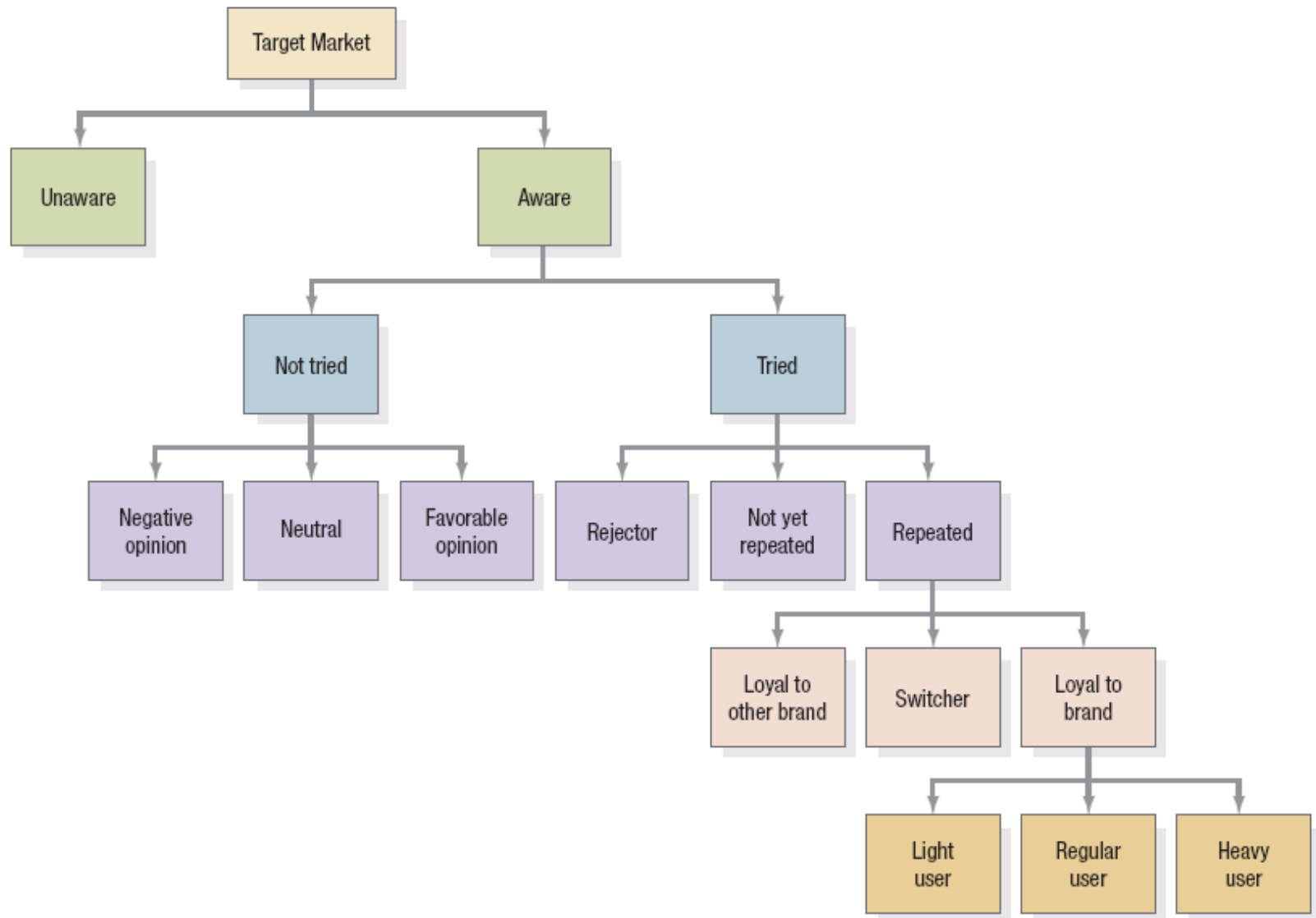
**Benefits sought**

**User Status**

**Usage Rate**

**Loyalty Status**





**Figure 8.4** Behavioral Segmentation Breakdown

# Segmenting **Business Markets**

- Business markets can be segmented with some of the variables used in consumer market segmentation but business marketers also use other variables.
- Within a given target market industry and customer size, a company can segment further by purchase criteria.
- Business marketers generally identify segments through a sequential process.

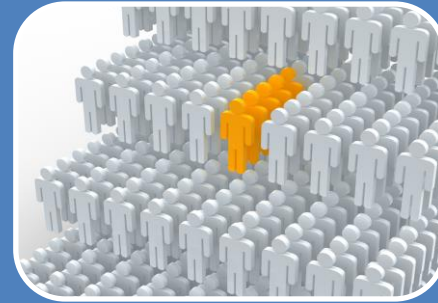
# Requirements for Effective Segmentation



Measurable



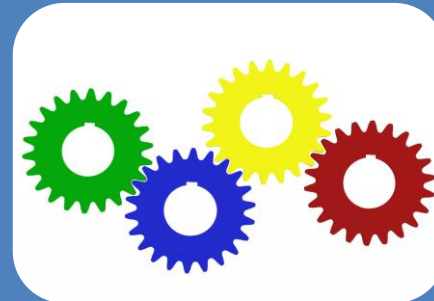
Accessible



Substantial

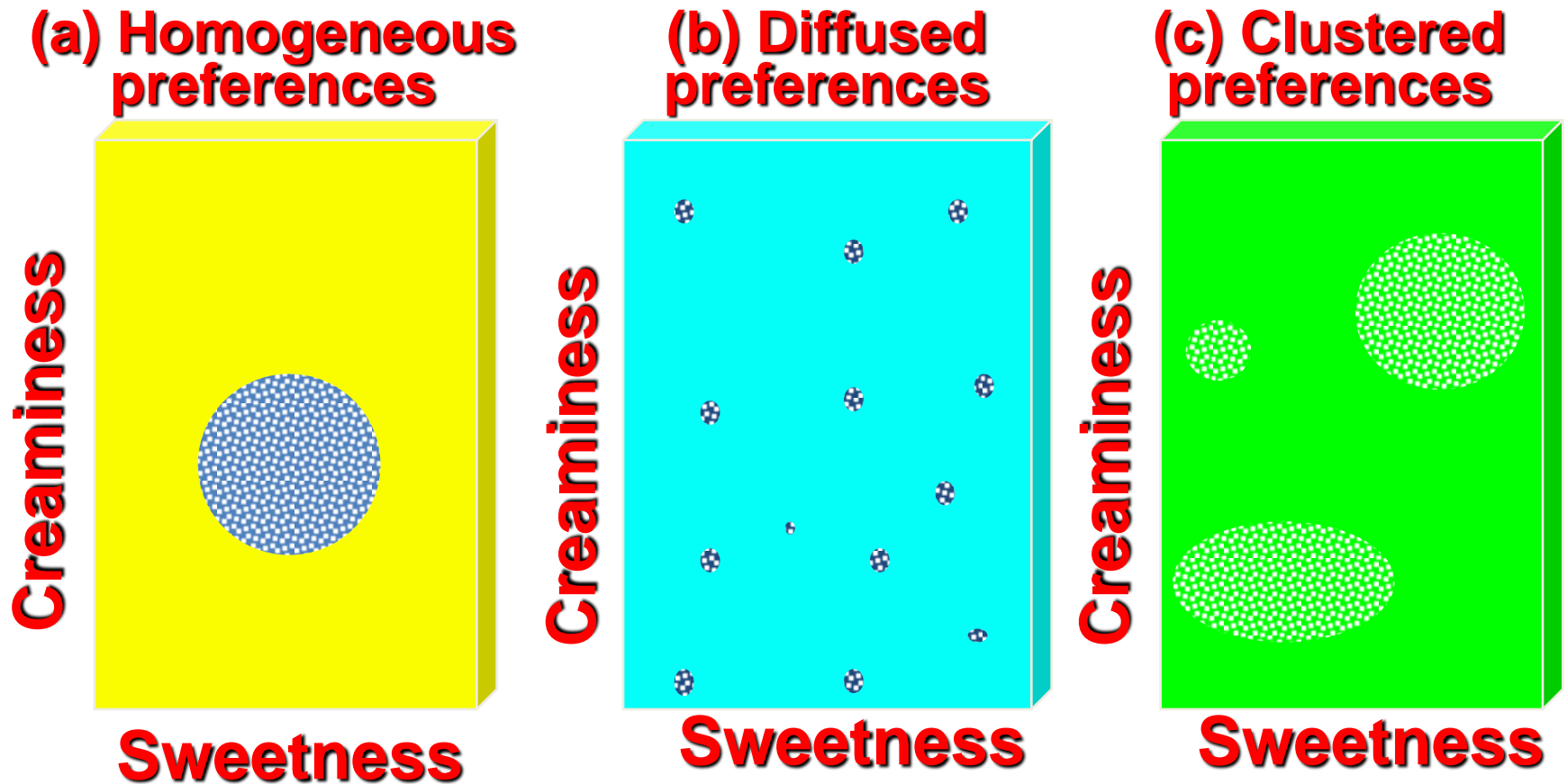


Differentiable



Actionable

# Basic Market-Preference Patterns



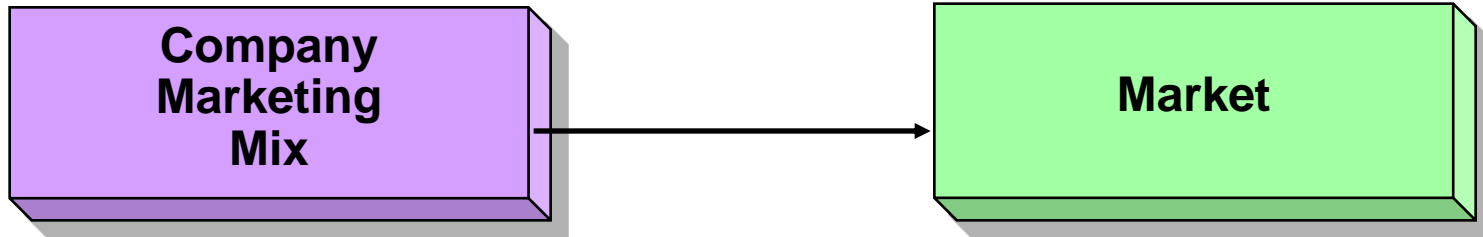
# Selecting Target Market Segments

- A **target market** consists of a set of buyers who share common needs or characteristics that the company decides to serve.

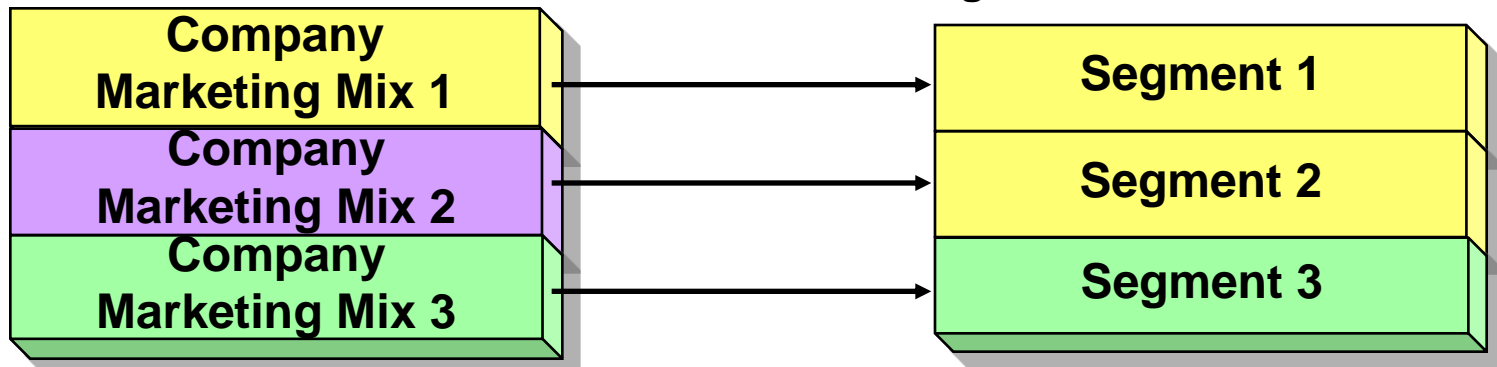


# Market Targeting

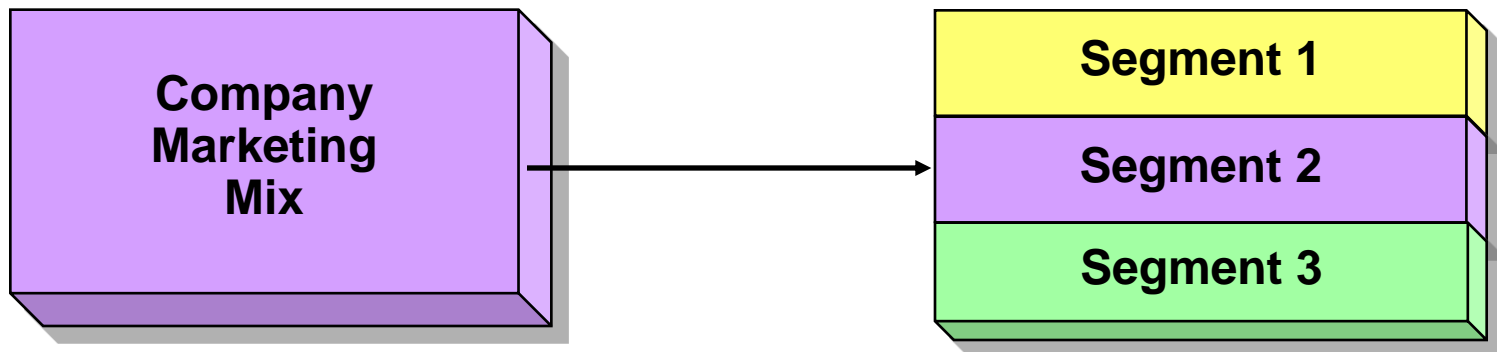
## Market Coverage Strategies



**A. Undifferentiated Marketing**



**B. Differentiated Marketing**



**C. Concentrated Marketing**

# Five Patterns of Target Market Selection

**Single-segment  
concentration**

	M1	M2	M3
P1			
P2			
P3			

**Selective  
specialization**

	M1	M2	M3
P1			
P2			
P3			

**Product  
specialization**

	M1	M2	M3
P1			
P2			
P3			

**Market  
specialization**

	M1	M2	M3
P1			
P2			
P3			

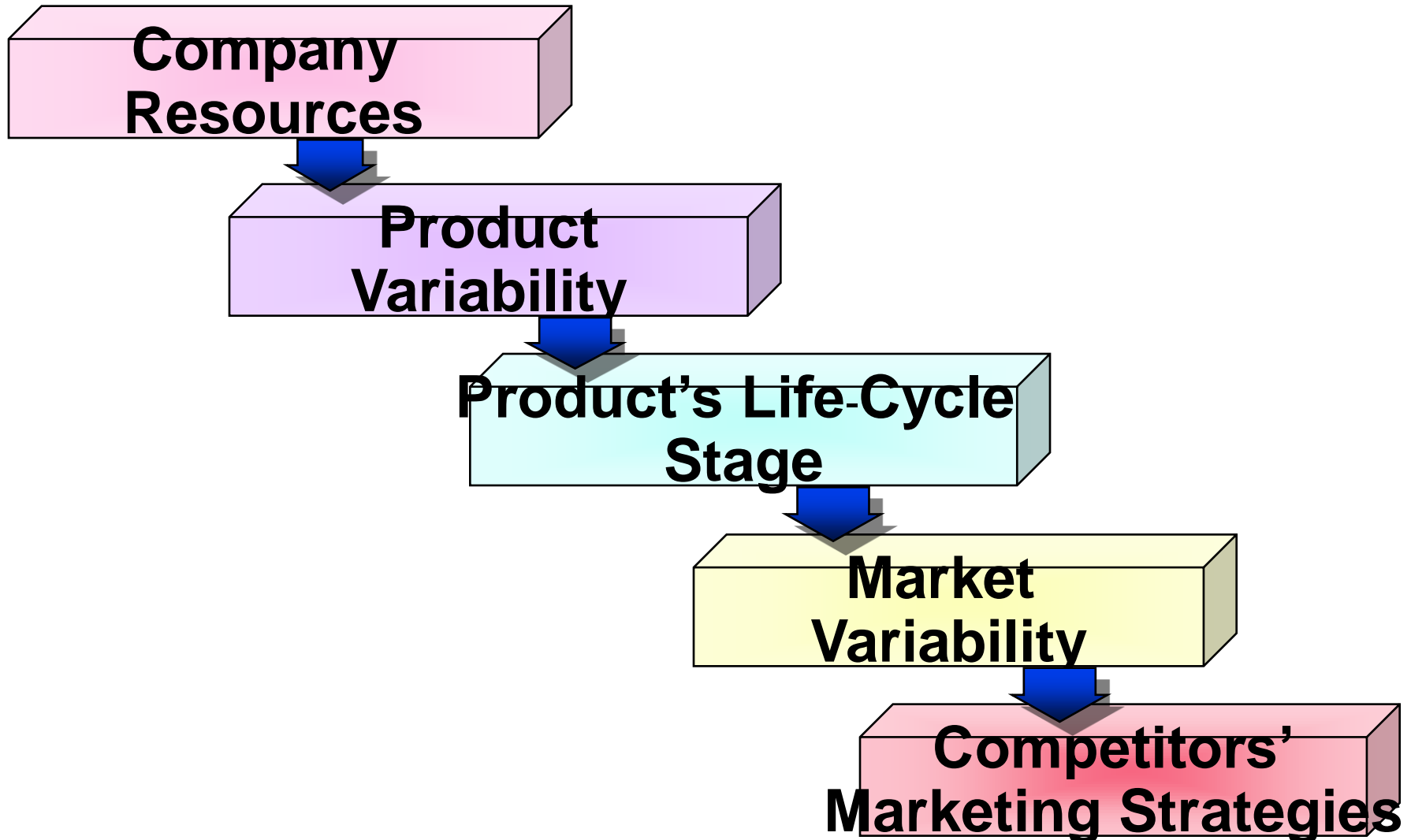
**Full market  
coverage**

	M1	M2	M3
P1			
P2			
P3			

**P = Product**  
**M = Market**

# Step 2. Market Targeting

Choosing a Market-Coverage Strategy





# Market Targeting

## Evaluating Target Segments



Segment size and  
growth



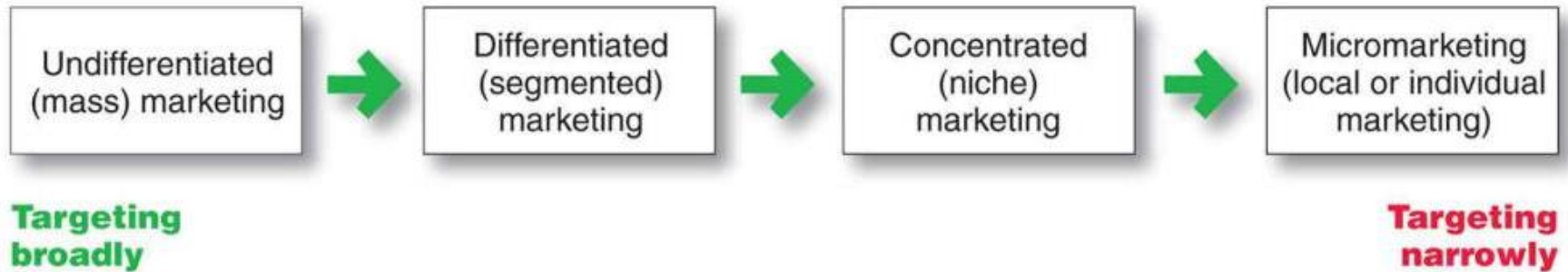
Segment structural  
attractiveness



Company objectives  
and resources

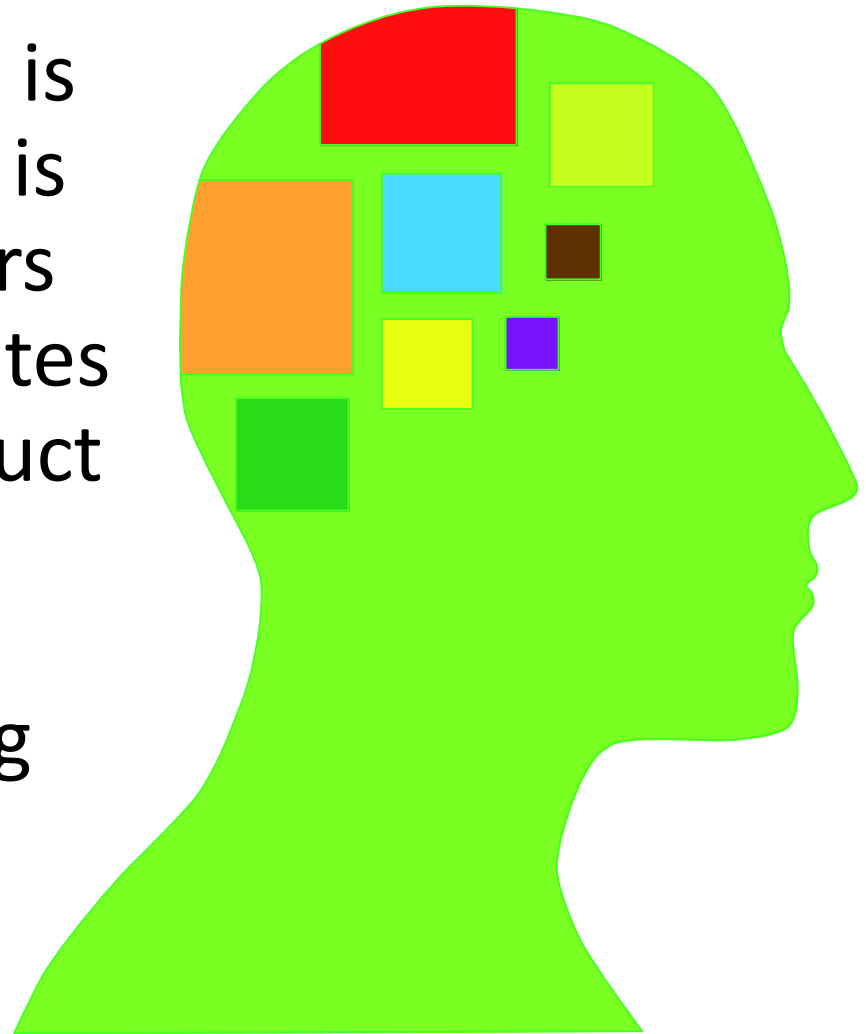
# Market Targeting

## Selecting Target Segments



# Differentiation and Positioning

- A **product's position** is the way the product is defined by consumers on important attributes – the place the product occupies in the consumer's mind relative to competing products



# Positioning for Competitive Advantage

- **Product's Position** - the way the product is *defined by consumers* on important attributes - the place the product occupies in consumers' minds relative to competing products.
- Marketers must:
  - *Plan* positions to give their products the greatest advantage in selected target markets,
  - *Design* marketing mixes to create these planned positions.

# Positioning:

- Positioning requires for similarities and differences between brands be defined and communicated.
- Deciding on positioning requires determining a frame of reference by identifying target markets, competition and identifying the ideal points-of-parity and points-of-difference brand associations.

# Differentiation and Positioning

## Choosing a Strategy

Identifying a set of differentiating competitive advantages



Choosing the right competitive advantages



Selecting an overall positioning strategy



# Differentiation



Product



Services



Channels

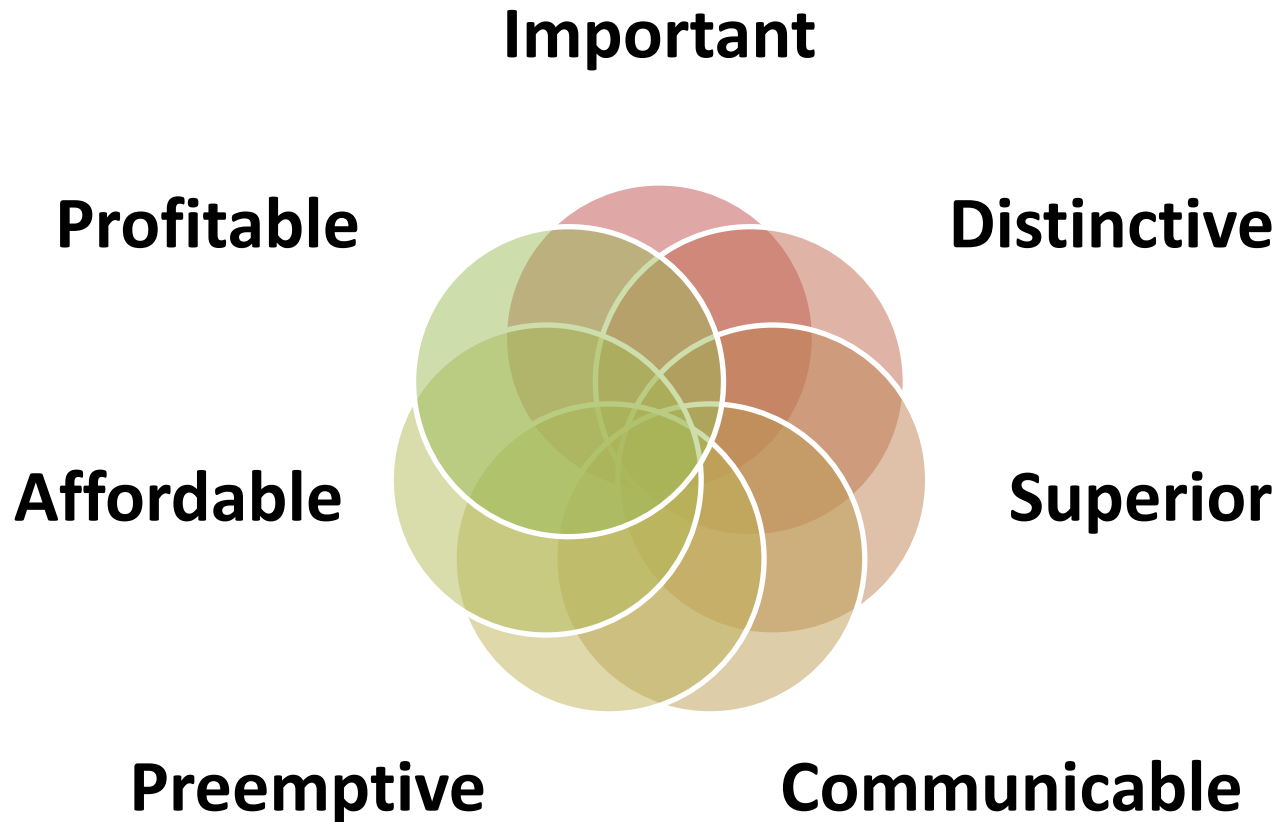


People



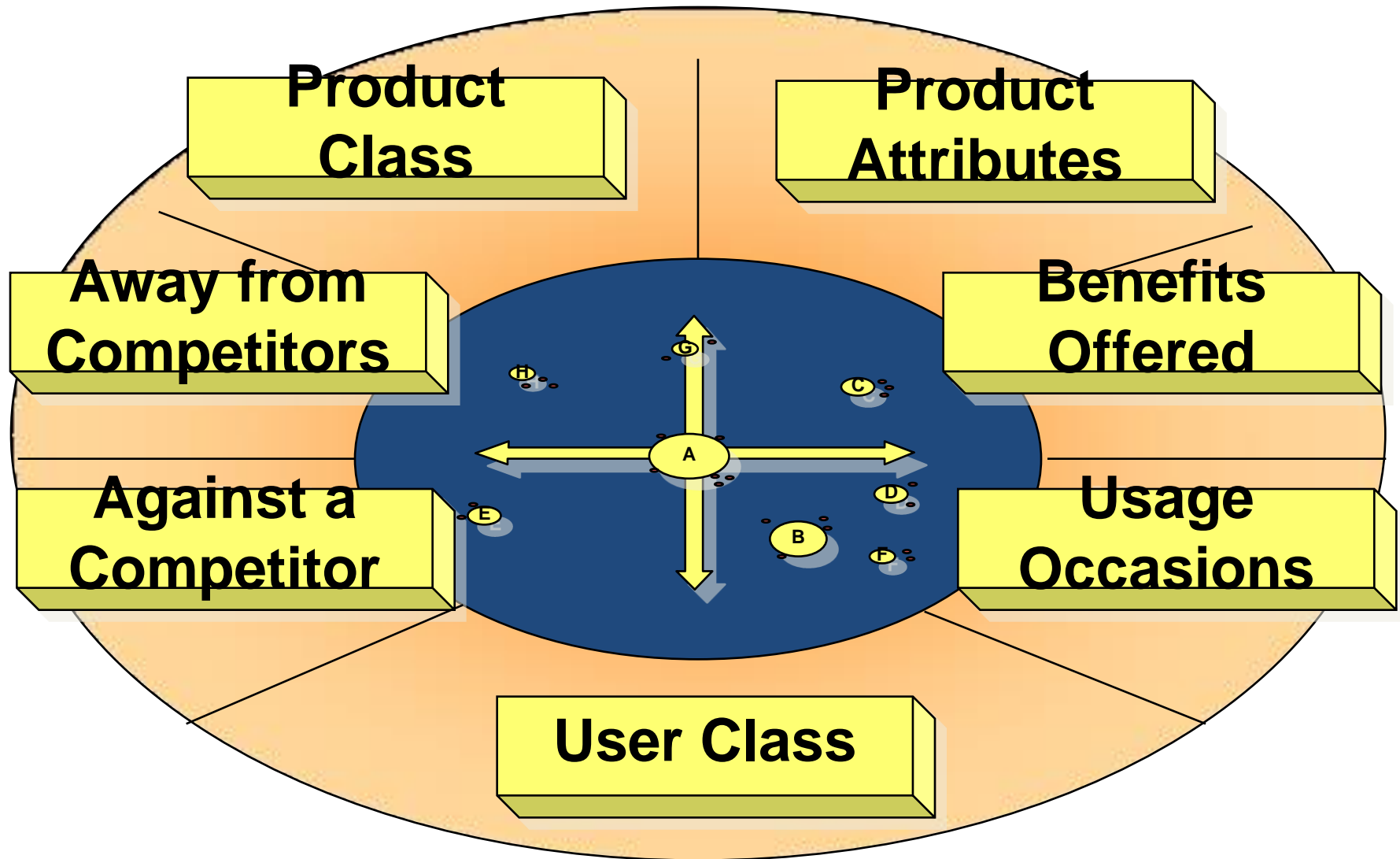
Image

# Choosing the Right Competitive Advantages



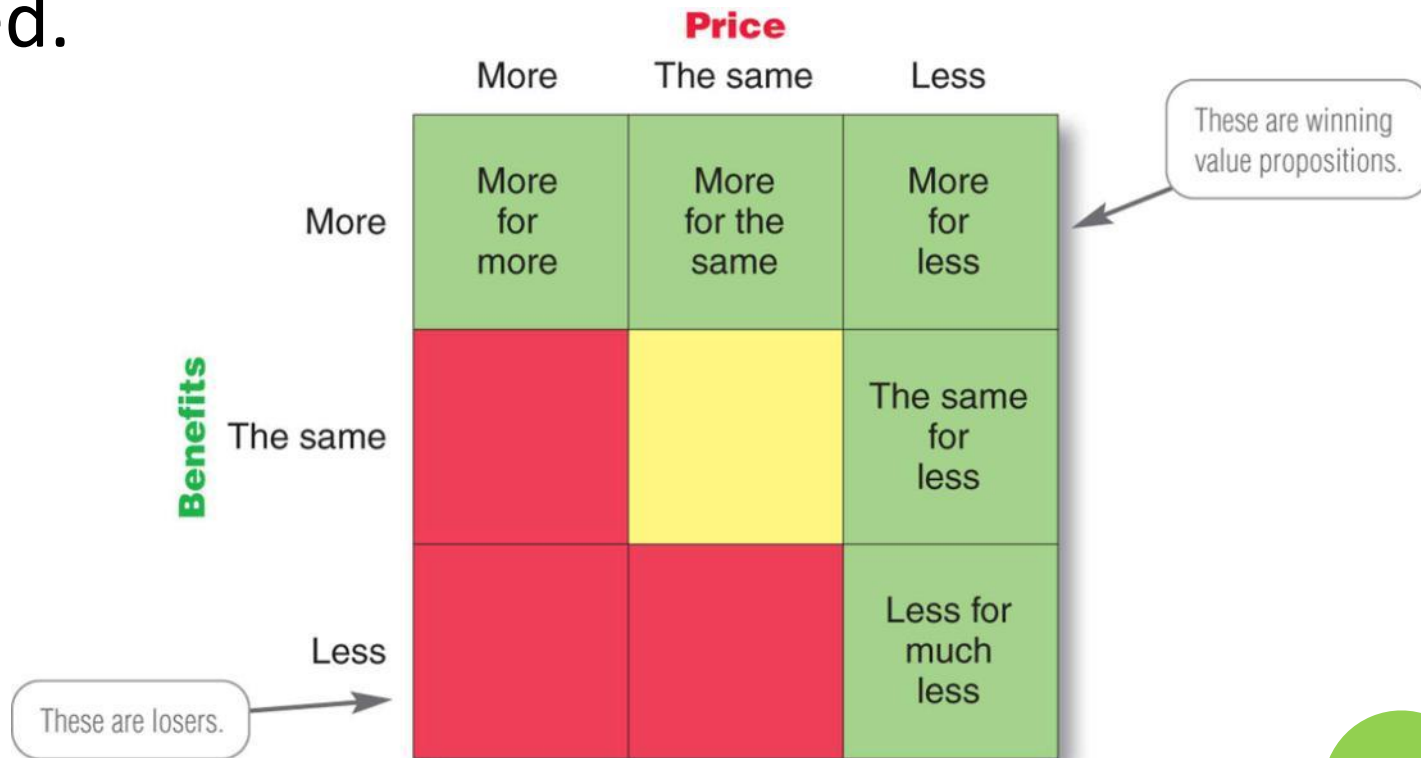


# Positioning for Competitive Advantage: Strategies



# Selecting an Overall Positioning Strategy

- **The value proposition** is the full positioning of a brand—the full mix of benefits upon which it is positioned.



# Developing a Positioning Statement

- To (target segment and need) our (brand) is (concept) that (point of difference)



# Defining Associations

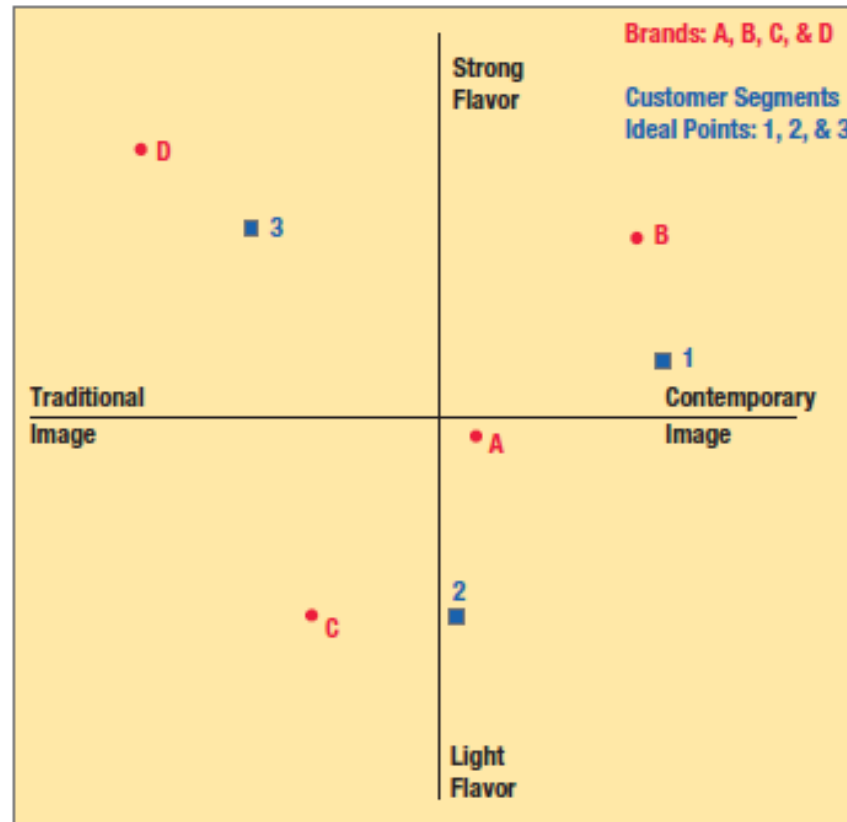
## **Points-of-difference**

Attributes or benefits consumers strongly associate with a brand, positively evaluate, and believe they could not find to the same extent with a competitive brand

## **Points-of-parity**

Associations that are not necessarily unique to the brand but may be shared with other brands

# Figure 10.1a Perceptual Map: Current Perceptions



# Figure 10.1b Perceptual Map: Possibilities

