

What are Market Segmentation Studies?

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Market Segmentation Studies, as explained by DJS Research Ltd.

Market segmentation studies (also called Market Segmentation Analysis) seek to find sub-sets of the market sharing one or more characteristics which lead to demand for a specific product. A genuine market segment should be distinct from all other segments, be homogenous within the segment itself, respond similarly to market stimuli and should be possible to reach through market intervention. The term may also refer to consumers with similar or identical product needs who are segmented “by household income for instance” in order to be charged different amounts.

Following the identification of market segments, companies normally undertake brand positioning research to ascertain how the firm is perceived by members of that segment, marketing strategies can then be tailored to suit the specific situation.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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