

## Target Market

### What Is a Target Market?

The definition of a target market is 'a particular group of consumers at which a product or service is aimed'.

When you are advertising or selling a product you must try to target the kind of customers who would buy it, this group of people is your target market.

Splitting your customers into different groups of similar people will enable you to market your products or services specifically to the ones that will be most profitable to you.

Trying to satisfy a wide range of different needs is rarely effective.

### Identifying your target market

Start to identify different customers by looking for groups with similar characteristics.

Consumers are often segmented by age, gender or income. Business customers can be broken down into different industries or by size. In practice, location is often a key factor, whether you are targeting local customers or looking for export opportunities.



### What Groups To Target

A target market can be split into four main groups, these are:

**Geographic**—The geographical location of your customers - Irvine, Glasgow, Central Scotland, Europe and so on?

**Demographic**—Age, sex, income level, family size, race, religion, occupation, education level and marital status, etc.

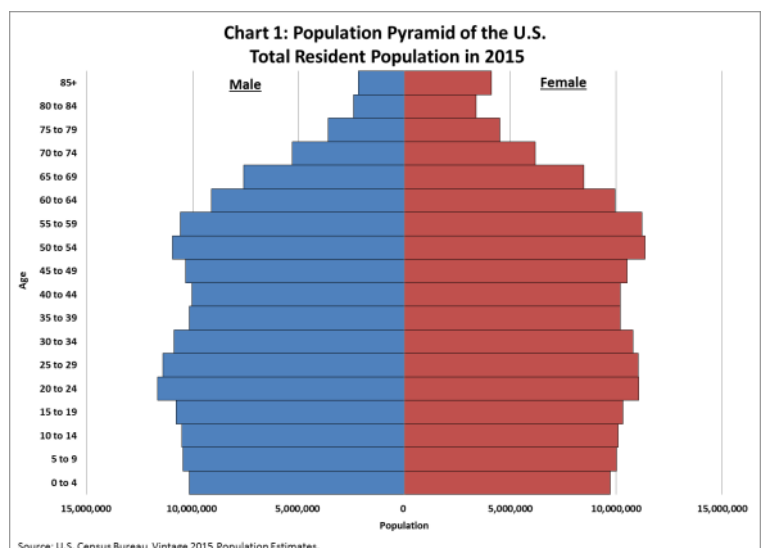
**Psychographic**—Similar attitudes, values, beliefs, emotions and lifestyles. The desire for status, enhanced appearance and more money are examples of psychographic variables.

**Behavioural**—Brand loyalty, cost, special occasions, how frequently and at what time of year customers in a segment use and consume products are examples of behavioural considerations. More about each of these groups will be found on the following page.

### Assignments

When doing an assignment for your Graphic Communication grade, you may be given some data, perhaps in graphical form, to show the type of user of a particular place, shop, website, etc. This should be analysed to find out who the typical target market is, and therefore your graphic proposals should be aimed at that.

Conversely, you may use data to identify who is not using a facility, and therefore the design proposed should be aimed at them, to try to get them involved in the place.



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### Geographical

Potential customers who are in a local county, region or national marketplace. Some products may do well in some countries but not in others. For example, in Japan where they don't have ovens, companies such as AGA would not focus their products in this geographic target market. Many companies use geographical climate if their products or services rely on the weather, such as sun tan lotion, pavement salt, ice scrapers, flowers to plant in early summer.

Decide if your business is going to do business on a local, regional, national or international level. Identify the geographic region where your market is located. Identify specific boundaries within which you will do business.

### Demographic

Potential customers are identified by age, race, religion, gender, income level, family size, occupation, education level and marital status.

A demographic or socioeconomic target market would focus on a specific gender, age group, income level, or education level.

Marketers typically combine several facts to define group of customers. For example, a marketer may speak of the single, female, middle-class, age 18-24, university educated demographic. Identify the following demographic characteristics of your market.

**\*Age**      **\*Income**      **\*Sex**      **\*Profession**      **\*Education**      **\*Family Size**



### Psychographics

A psychographic target market would be a market that has similar attitudes, values, or lifestyle. Psychographics is the study of personality, values, opinions, attitudes and interests.

For example, British Airways chooses to promote high quality and safety whereas Ryanair has positioned itself as a low cost airline that takes passengers on inexpensive excursions.

Some categories of psychographic factors used include:

**\*Activity**   **\*Interest**      **\*Opinion**      **\*Attitudes**      **\*Values**   **\*Behaviour**  
**\*Lifestyle**      **\*Family Stage**      **\*Status Seeking**      **\*Socially Responsible**



Psychographics can also be seen as an equivalent of the concept of 'culture' when it is used at national level.

### Behavioural

Products and services are purchased for a variety of reasons, such as: brand, loyalty, cost, how frequently and at what time of year customers use and consume products. It's important to understand the buying habits and patterns of your customers.

The behavioural target market focuses on occasions (birthdays, Christmas, etc) and degree of loyalty. Facebook marketing is often focused on loyal customers with specials they can claim by getting a code on Facebook. There are also discount cards available that offer discounts by allowing shoppers to collect points each time they shop at their store.

You should consider the following questions regarding your market.

- Reason/occasion for purchase?
- Number of times they'll purchase?
- Timetable of purchase, every week, month, quarter, etc.?
- Amount of product/service purchased?
- How long to make a decision to purchase?
- Where customer purchases and/or uses product/service?

