

# Сегментація ринків промислових товарів

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Сегментація ринку є першим кроком для кращого пристосування компанії до соціально-економічного середовища.

Процес сегментації розділяє загальний ринок на групи (сегменти), що надає більшої рівномірності в самій групі та більшої неоднорідності поміж групами.

Багато товарів та послуг, які купуються на ринку промислових товарів, є технічно складними і вимагають утримання спецперсоналу з продажу, науково-дослідних служб та інших видів підтримки. Через різноманітність галузей промисловості для сегментації ринку використовується велика кількість характеристик. Так само значна кількість потреб клієнтів вимагає комплексного набору характеристик, які слід брати до уваги при виборі відповідного принципу для сегментації.

По суті, процес визначення сегментів ринку для покупців промислових товарів є схожим із процесом для ринків споживчих товарів. Частота покупок чи бажані вигоди також застосовуються і для промислових придбань. Але демографічна сегментація відіграє незначну роль у сегментації великих покупців промислових товарів.

Завдяки сегментації компанія має більше шансів запропонувати споживачам цінні продукти та отримати максимальну винагороду за увагу, приділену до потреб споживачів.

Найпоширенішим і загальноприйнятим методом сегментації для ділового ринку є метод, запропонований Бонома та Шапіро. Вони описують гніздовий принцип, починаючи із загального рівня з легким доступом до інформації, що далі розвивається до більш конкретних характеристик, які важче отримати. Характеристики, що використовуються в гніздовому принципі: фірмографія, робочий режим, купівельний принцип, ситуаційні фактори та персональні характеристики.

Сегментація ринку промислових товарів має свої обмеження та переваги, які більш детально розглядаються у даній статті.

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# Segmentation of industrial markets

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*The business marketing manager performs on a market consisting of many different types of industrial customers with different needs. Only when this aggregate market is split into meaningful categories, the business marketing strategist can react suitably and usefully to the unique needs. After the determination process of the segments has ended, then the marketer must estimate the demand for every segment. Accurate projections of future possible sales represent one of the most important and demanding dimensions of industrial market analysis.*

**Keywords** – segmentation, target market, positioning, nested approach

## I. Introduction

The activity of segmentation implies the analysis of the structure of a certain market, according to some criterions, in order to identify a group of companies with different characteristics.

The segmentation process divides the total market in groups (segments), providing a greater uniformity inside the group and a greater heterogeneity between the groups. The market segmentation is the first step for a better accommodation of a company to the social-economic environment. It is framed in a bigger process, that includes subsequent actions, such as: selection of the target market and the positioning on the market. Fig.1, [1].

Market segmentation is appropriate within industrial markets only if:

- products and services are different;
- products are used for several types of industries;
- various buyers have different profitability requirements, different acquisition structures and different requirements about the suppliers.

Many of the goods and services purchased from the industrial market are technically complex and they imply specialized selling personnel, research personnel and other types of assistance. Some of the products are less complex and less expensive and they can be sold on a more conventional base, such as the consumer markets. Because of the variety of industries, a large number of variables are used for market segmentation. Similar, the great number of client requirements needs a complex set of variables that must be considered when the appropriate approach for segmentation is decided. Section I, [2].

Through the time, several phases have been developed for the segmentation strategies: Section I, [5].

- the mass marketing stage, when the products offered to the consumers were not different;
- the micromarketing stage with its four levels: market segments, niches, local areas and persons.

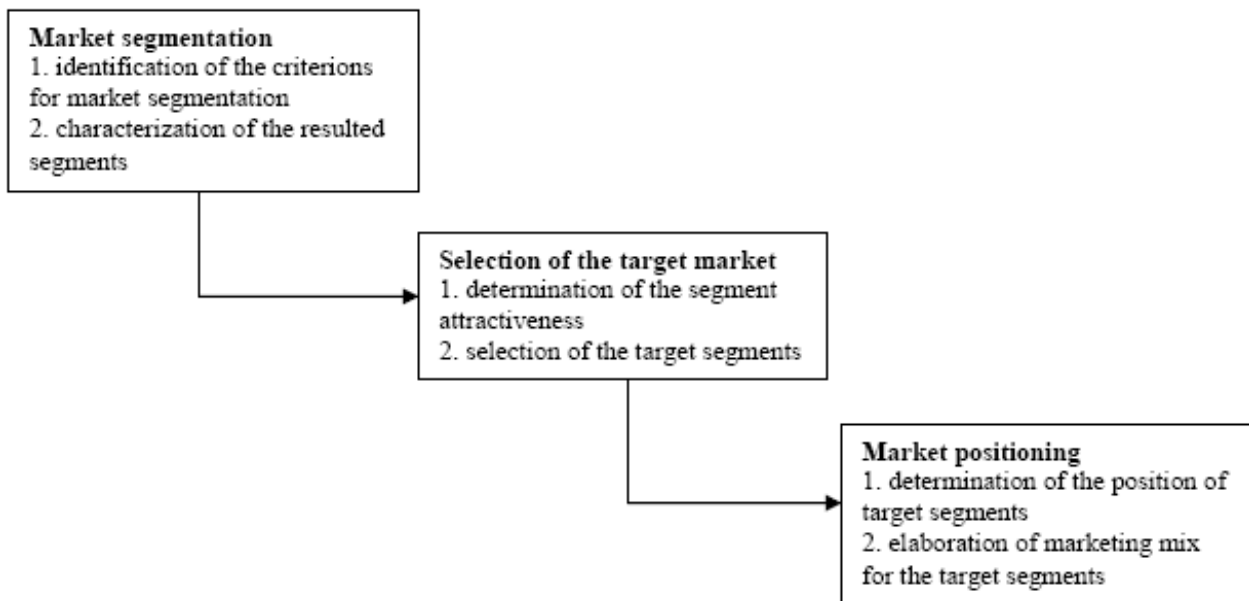


Fig. 1 The analysis of the market structure and subsequent implications on the marketing policies

The process of segmentation requires a step by step classification of the market in terms of meaningful sets of groups, with every step that defines subsequent subdivisions. This means starting with the most inclusive definition of the market. Then, on the base of some classification criterions, often known as segmentation bases, a set of market segments is created. If the process has been adequately done, these are clearly defined and the members of each segment share characteristics regarding market needs: homogeneous concerning the answer to the marketing mix. Their behaviour to the offer of the market is the one that makes a practical association regarding the aim of the marketing activity. Section I, [3].

## II. The base of b-to-b market segmentation

The process defining the market segments for industrial buyers is similar, basically, to the one for the consumer markets. The purchase frequency or the desired benefits are applied also for industrial acquisitions. But, demographic segmentation plays a minor role for in the segmentation of big industrial buyers:

- the size of the company. Irrespective of the industrial sector, the variations in the size of the company will be reflected in the size of the individual orders and in the manner the orders are done.
- the formality of the acquisition process. As the companies develop, they have a tendency to formalize their buying process. Nevertheless, irrespective of the size of the company, variations can be observed in the formality of the buying process about the number of people involved in the buying decision process and the hierarchical level for approval. Big state owned companies are well known for their slow and complicated purchasing orders.the industrial sector. An industrial

sector can include a large number of users for certain types of products, but to be less used by others. For some categories, the niches segments can be in industries with specific needs. Many suppliers of goods and services are considering particular industrial sectors or subsectors. Section II, [8].

- the buying behavior.
  - the wanted advantages
  - geographic: region, county, environment (urban, rural)
    - organizational: the size of the annual acquisition, the supply frequency, the structure of the buying center
    - relational: the age of the commercial relation, the mutual relations
    - individual: the fidelity towards the company, the personality of the decider, the addiction to risk etc.
- Section II, [1]

Through segmentation, the company has bigger chances to offer valuable products to the consumers and to receive the maximum reward for the attention given to their needs. First of all, it must be chosen the industrial field towards the delivery is being done. The second step is the segmentation according the size of the client. The company will create different working systems with large companies or with companies that have various branches. After the branches and clients were chosen, the company will continue the market segmentation on the basis of different methods and acquisition criterions. Section II, [7].

## III. Segmentation model on the business market – nested approach

The most common used and general accepted method of segmentation for the business market is the one proposed by Bonoma and Shapiro. They describe the nested approach starting from a general level with

information easy to obtain and evolving further to more specific variables that are harder to obtain. Section II, [3].

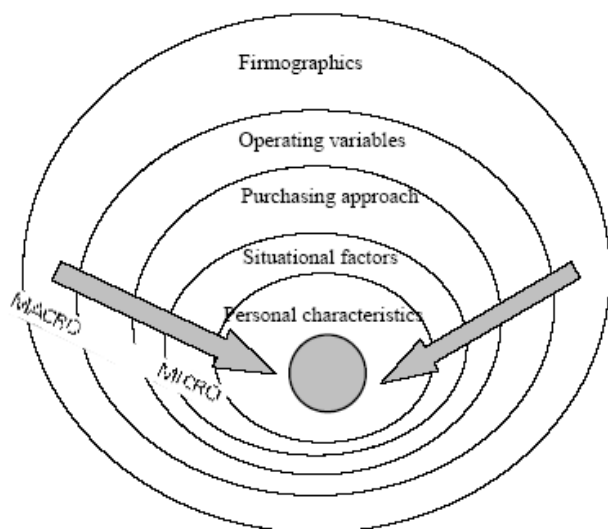


Fig. 2 Nested approach segmentation

### ***Firmographics***

Shapiro and Bonoma emphasise the industry and size of the company, as well as the location of the clients as essential macro-factors for a broad classification of the customers. Most of the companies pay respect to these factors in the segmentation process.

Knowing the industry where they operate allows a rapid identification of the perspectives. This implies a consistent definition of the companies activities. In USA, the SIC codes are being used, and in Europe, there are the NACE codes, for most of the countries. The location of the clients affects, often, the easiness whereby a company can be reached; it can have an influence on the decisions related to the place a company can be remarked, the way it hires people or the way it communicates with customers.

The size of the buyers can also be a differentiation between them. The size is important in most of the situations because of its relation with the needs of the buying company and, hence, their inquiries for volume or the inclining for acquisition and the ability to justify specific goods or services. Section III, [6].

***The operating variables*** concern the company technology, the state of the product and of the brand, the buyers' capacities and the strategic type of the buyers. These variables can be applied singular or combined.

The technology of the company provides an important indication about the buying needs of a company, as well as the easiness whereby a delivering organization can meet those needs.

The state of the product and of the brand is related to the reactions of the buyers to the products in terms of use (for those who are not yet customers) and in terms of usage rate (easy, medium or hard) for those who have

already purchased, and these reactions represent important differentiation means.

Regarding the buyers' capabilities, a supplier may wish to know what the buyers do with the product or process. In order the diagram to be efficient and to eliminate additional work, opinions of the buyers are necessary.

Establishing the strategic type of a company is sometimes harder than establishing its size. An analysis of the strategic type down the funnel is very likely in order to get fine differences between the clients. It can have a great value when it is applied to a small number of buyers, about the company has some information. This process implies answers from multiple sources within the marketing company who has already contacts with the buying organization.

### ***The purchasing approach***

The way a company makes acquisitions has an effect on the purchasing behavior.

The manner in which the buyers are organized and the display of these influences in terms of policies and buying criterions can be valuable information for the marketers.

### ***Situational factors***

It can often be possible to define a segment in terms of the dominant need. This need can be for fulfilling an urgent inquiry. If the emergency has an effect upon the way companies buy, then the way they use a product may mean that they will purchase the same product differently in different phases. Similarly, the organizations can modify their acquisition behavior based on the size of the order.

### ***The personal characteristics of the buyers***

Finally, the buying companies are human. While the organizational structures, policies and processes create the general frame within the decisions are taken, the acquisition personnel is the one that manages the process. Consequently, the marketers can segment in terms of the people's characteristics that drives the buying behavior. Section III, [3].

## **IV. Limits and advantages for industrial market segmentation**

The special characteristics of the organizations and the various environment problems from the business markets can block a successful segmentation process. Not every market opportunity is a successful business. Some examples about the situations when segmentation is not useful within the business market are displayed below:

- the market is too narrow so that targeting products towards its section is not enough. Taking into consideration this issue, a brand or product must address all segments and levels of users. For instance, for a diesel

engine manufacturer might not be profitable to head over the jet engines market.

- the existence of volume users categories that achieve a great proportion from the sales of the company so that they are the only relevant from the market point of view. For example, the public heating stations spend a significant amount of coal, and the rest of the coal consumers are totally insignificant.

A product or brand dominates by all means the market so that it achieves sales towards all segments and levels of users, creating the impression that segments do not exist. The domination of Calgon antilimestone products is so strong that the competition is almost invisible.

On the other hand, the advantages of the segmentation process justify its usage within the marketing processes:

- market analysis can lead to a better understanding, including the way and buying motifs of the consumers;

- the selection of key markets by a rational choosing of the market segments can lead to a better allocation of the company resources;

- the development of strategies, plans and marketing programmes that satisfy the needs of different market segments can be a competitive advantage for the seller. Section IV, [4].

## Conclusion

Industrial market segmentation is a concept developed after the discipline of industrial marketing management. Most of the industrial marketing specialists tend to pay less attention to market segmentation as a foundation for planning and control of marketing programmes.

Unfortunately, most of the marketing managers, when they evaluate the process of industrial market segmentation, tend to fail in recognising the value of this concept.

The necessary and compulsory solution is to develop the use of segmentation within the industrial markets. Thus, it would come out the complexity of the organisational purchasing decision and this could be indeed a very important criteria for classifications of buying organisations.

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