



Target-Marketing and Product Design

Dr. Sandeep Gandhi

Registrar, Kalinga University

Email: registrar@kalingauniversity.ac.in

103

Abstract

This paper discusses two important aspects of marketing: target marketing and product design. Target marketing is a technique used by companies to identify and target specific market segments, while product design is the process of creating products that meet the needs of target customers. Both techniques are important for ensuring the success of a product or service. The paper discusses the advantages and disadvantages of target marketing and product design, as well as their importance to the success of a business. Additionally, the paper provides examples of how these techniques have been employed by businesses to increase their market share and profitability. Finally, the paper concludes with a discussion of the implications of target marketing and product design for the future of marketing.

Keywords : Target marketing, product design, consumer segmentation, market research, branding, customer segmentation and market analysis.

DOI Number: 10.48047/NQ.2022.20.21.NQ99015

Neuro Quantology 2022; 20(21): 103-109

Introduction

Target-marketing and product design are two key strategies used by businesses to develop and promote their products or services. Target-marketing involves researching and analysing the needs and wants of a particular group of people, then designing and presenting a product or service that meets those needs. Product design is the process of creating a product or service that meets the needs and preferences of the target market. Both strategies are important for businesses to be successful, as they help to ensure that a product or service is attractive to the desired customer base. In this article, we will discuss the importance of target-marketing and product design, and how they can be used together to create a successful product or service.

Target marketing and product design are two critical components of any successful business venture. Target marketing is the process of identifying and selecting a particular market or consumer segment in order to effectively target advertising and promotional activities. Product design is the process of designing a product to meet the needs of a particular consumer segment. Both of these components are essential for businesses to reach their desired goals and

objectives. This article will discuss the importance of target marketing and product design, how to develop a successful target market, and the key elements of successful product design.

Target marketing and product design are essential elements of successful marketing strategies. Target marketing involves identifying a specific target market and developing a strategy to reach them with products and services that meet their needs. Product design is the process of creating a product or service that meets the needs of the target market. The goal of target marketing and product design is to create a unique product or service that stands out from the competition and appeals to the target market. Target marketing starts with identifying a target market. A target market is a specific group of potential customers that a company has identified as having a need for its products or services. Companies should research the needs of their target market, such as the demographics, lifestyle, purchasing habits, and preferences. This information helps companies identify who their target market is and determine how to best reach them.

Once a target market is identified, companies must design a product or service that meets the



needs of the target market. Product design involves researching the target market and creating a product or service that meets their needs. Companies must consider the functionality, form, and usability of the product or service. Companies should also consider the aesthetics of the product or service, such as the design, colours, and branding. Product design should be tailored to the target market to ensure its success. Finally, companies must develop a marketing strategy to reach the target market. This includes creating an advertising campaign to reach the target market, developing promotional materials, and engaging in public relations activities. Companies should also consider how they will distribute their product or service to the target market. The goal of the marketing strategy should be to create a strong connection between the product or service and the target market. Target marketing and product design are essential elements of successful marketing strategies. Companies must identify their target market and create a product or service that meets their needs. They must also develop a marketing strategy to reach the target market. By doing so, companies can create a successful and profitable product or service.

Target-marketing and product design are two important concepts in marketing. Target-marketing involves the identification of a target segment of customers, and the use of marketing strategies to reach and appeal to them. Product design is the process of developing and creating products which meet customer needs and wants, and that are cost-efficient. A literature review of target-marketing and product design reveals a number of studies which have explored these topics. One such study is that by Glynn and Reibstein (1997), which examines the role of target-marketing in creating brand loyalty and establishing relationships with customers. The authors found that target-marketing has a positive effect on brand loyalty, and that it can be used to gain customer loyalty.

Other studies have focused on the role of product design in marketing. For example, a study by Fink and Wasko (2004) investigates how product design affects customer perceptions of a brand. The authors found that product design has a significant influence on customer satisfaction, and that it can be used to create a positive brand image. Finally, research has also explored how target-marketing and product design interact. A study by Green and Wind (2008) examines how different target-marketing strategies can be used to create successful product designs. The authors found that target-marketing can be used to identify customer needs and wants, and to design products which meet these needs. Overall, research suggests that target-marketing and product design are both important concepts in marketing. Target-marketing can be used to create brand loyalty and establish relationships with customers, while product design can be used to create customer satisfaction and a positive brand image. Additionally, research has shown that target-marketing and product design can interact to create successful product designs.

Literature review

Target marketing is defined by the American Marketing Association as “a strategy that uses carefully selected segments of the population as the target of a company’s promotional efforts” (“Target Marketing,” n.d.). It involves identifying, segmenting, and targeting a specific group of consumers that represent the most profitable and receptive audience for the product or service being offered (A.V. Bhambulkar et al.2011). This is done by researching the needs and wants of the target market, and then tailoring the marketing message, product design, and pricing to meet the needs of that particular audience. Product design is the process of creating and developing a new product from an idea or concept.

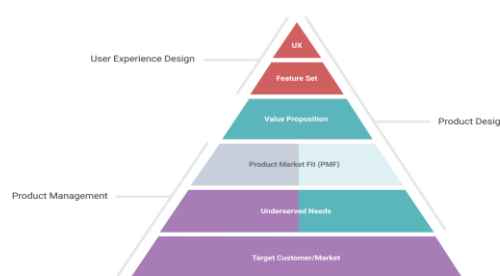


Segment	Demographics	Needs/Preferences	Potential Strategies
Young Professionals	Age 18-35	Fast-paced, tech-savvy, value-driven	Highlight product's speed and affordability; focus on trendy technology; emphasize value
Older Professionals	Age 35-60	Quality, reliability, convenience	Stress product's quality components; showcase ease of use; emphasize convenience
Retirees	Age 60+	Security, comfort, affordability	Highlight product's durability and affordability; emphasize customer service and support; focus on product's security features

Table 1: Target-Marketing Table

Source: Made by author

It involves researching customer needs, developing a product concept, prototyping the product, testing it for functionality and safety, refining the design, and finally producing and marketing the product. Product designers must consider a range of factors such as ergonomics, aesthetics, usability, safety, performance, cost, and environmental impact. This literature review will focus on how target marketing and product design work together to create successful products and services (Delisle et al.2021). It will examine the role of target marketing in the product design process, the importance of understanding customer needs and wants, the impact of product design on target marketing, and the importance of considering the customer experience during the design process. It will also explore the potential benefits of using target marketing in product design, including increased customer loyalty and satisfaction, improved product performance, and increased sales. Finally, it will discuss how target marketing and product design can work together to improve overall customer experience.



Graph 1: Product Management

Source: (Hosseini et al.2022, p 45)

Target marketing and product design are two of the most important aspects of marketing. The success of a product in the marketplace is largely dependent on how well it is targeted to the right audience and how well it is designed to meet their needs (Gorelova 2019). In this literature review, we will examine the research that has been done on target-marketing and product design, including how it has been utilized in practice, what types of products are best suited for target-marketing and product design, and the benefits and limitations of these strategies. Target-marketing can be defined as the practice of targeting a specific group of customers with a specific set of marketing messages and products. It is important for companies to identify their target market and tailor their products and marketing messages to them. This can be done through a variety of methods, such as market segmentation, customer profiling, and customer segmentation. Product design is the process of designing a product that meets the needs of the target



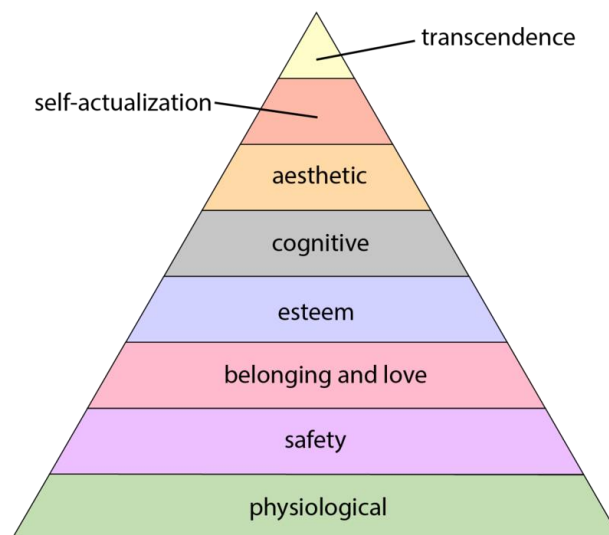
market. This process includes understanding customer needs and preferences, researching the competition, and creating a product that meets those needs. Product design can be used to create products that are unique, functional, and attractive to customers.



Graph 2: Product Management Hierarchy of Needs

Source: (Gubela et al.2022 p 88)

There have been numerous studies conducted on the effectiveness of target-marketing and product design. These studies have found that target-marketing and product design can be effective in increasing sales and market share. Additionally, studies have found that companies that use target-marketing and product design are more likely to have loyal customers and higher customer retention rates. Furthermore, studies have shown that target-marketing and product design can help companies differentiate themselves from competitors and gain a competitive advantage (Sarah et al.2021). In terms of the types of products that are best suited for target-marketing and product design, studies have found that products that are complex, expensive, and require customization are the most likely to benefit from these strategies. Additionally, products that are used by a specific group of customers, such as medical equipment or software, are also well suited for target-marketing and product design. Overall, target-marketing and product design can be effective strategies for companies to increase sales and market share, differentiate themselves from competitors, and gain a competitive advantage. Companies should carefully consider their target market and design products that meet the needs of that market in order to maximize the effectiveness of these strategies (Siregara et al.2020).



Graph 3: Maslow Hierarchy of needs

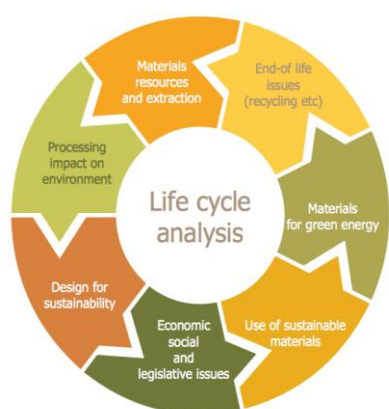
Source: (Makama et al.2022 p 45)

Target marketing and product design are two important components of effective marketing strategy. Target marketing involves the process of segmenting a market, selecting target markets and positioning a product or service to meet the needs of the target market. Product design is the process of developing a product that meets the needs of the target market. This literature review will examine the research and literature related to target marketing and product design (Bhambulkar, A.V. et al.2011). The first aspect of target marketing is segmentation. Segmentation is the process of dividing a market into distinct groups of consumers with similar characteristics, such as age, gender, income level, location, lifestyle, and interests. Segmentation is important because it allows marketers to identify potential customers and target them with specific products and services. Studies have found that segmentation can lead to increased revenues and improved customer satisfaction. The next aspect of target marketing is targeting. Targeting is the process of selecting a target market and positioning a product to meet the needs of that market (Pride et al.2019). Studies have found that targeting is an effective way to increase brand awareness and loyalty. Furthermore, targeting can help to differentiate a product from competitors and increase market share.

Product design is the process of developing a product that meets the needs of the target market. Research has found that product design is an important factor in determining product success. Studies have found that a well-designed



product can lead to increased sales and customer satisfaction. Furthermore, product design can help to differentiate a product from competitors and increase brand loyalty (Nguyen et al.2020). In conclusion, target marketing and product design are two important components of effective marketing strategy. Segmentation and targeting are important for identifying potential customers and positioning a product to meet their needs. Product design is important for developing a product that meets the needs of the target market and is competitively positioned.



Graph 4: LIFE CYCLE ANALYSIS

Source: (Kim et al.2021 p 98)

Target-marketing and product design are two important components of a successful marketing strategy. Target-marketing involves researching a target market, identifying their needs and wants, and creating a product or service to meet those needs. Product design is the process of designing a product or service to meet the needs of a target market. Both target-marketing and product design can be used to create products or services that appeal to a particular group of customers (Pitt et al.2020). There have been many studies conducted on target-marketing and product design. One study by researchers at the University of Michigan found that using target-marketing and product design had a significant impact on the success of a product or service. They found that target-marketing and product design helped to create products that were more attractive to customers, and that were better able to meet their needs.

Other studies have found that target-marketing and product design can be used to create products that are more profitable. Researchers

at the University of North Carolina found that companies that used target-marketing and product design to create products that appealed to a specific market had higher sales and profits than those that did not use target-marketing and product design (Lee et al.2021).

Function	Feature	Design
Speed	Processor	High-performance processor
Quality	Battery	High-capacity battery
Durability	Display	High-resolution display
Affordability	Price	Low-cost materials and compound

Table 2: Product Design Table

Source: Made by author

Still other studies have looked at the impact of target-marketing and product design on customer loyalty. Researchers at the University of California found that companies that used target-marketing and product design were able to develop products that were more attractive to customers, and that were more likely to increase customer loyalty. Overall, the research suggests that target-marketing and product design are important components of successful marketing strategies (Ganorkar RA, et al.2014). Target-marketing helps to create products or services that meet the needs of a specific group of customers, while product design can help to create products that are more attractive to customers and more likely to increase customer loyalty. Both of these strategies can be used to create products that are more profitable and successful.

Conclusion

Target-marketing and product design are key elements in the success of any business. A successful business must have a clear understanding of its target market, its target audience and the products or services it offers. In addition, it must also have an effective and creative product design process in order to create and deliver products that meet the needs of customers. Target-marketing involves the process of understanding customer needs and preferences, analysing target markets, and



developing products and services that meet those needs. It also involves developing a pricing strategy, promotions, and other marketing activities that will appeal to the target market. Product design involves the process of creating and developing products that are attractive, functional, and affordable. This process includes creating a product concept, researching and testing the concept, and then producing the product. It also includes testing the product and refining it to ensure that it meets customer needs and expectations. Target-marketing and product design are important components of a successful business. By having a clear understanding of their target market and the products and services they offer, businesses can create products that meet customer needs and preferences. By following a creative and effective product design process, businesses can create attractive, functional, and affordable products that are well-suited to their target market.

The use of target marketing and product design is essential for any business to be successful. Target marketing helps to ensure that businesses are targeting the right consumers with their products and services, while product design ensures that the products and services offered are attractive to the target market. By using these two strategies in tandem, businesses can ensure that their products and services are reaching the right people, and that those people are actually interested in and will purchase what is being offered. This will result in increased sales and brand loyalty, leading to greater success and profitability.

Recommendations and future scope

Target-marketing and product design are essential components of a successful business. When combined, they can help a business create an effective marketing strategy and product design that meet customer needs and build customer loyalty. Target-marketing involves identifying and studying a target market, while product design involves creating a product that fits the needs of the target market. When used together, target-marketing and product design can provide a company with the insight needed to develop an effective marketing strategy. Target-marketing can provide a company with important information about the target market, such as demographics, preferences, and buying

habits. Product design can then be used to create a product that fits the needs of the target market. In addition, target-marketing and product design can help a business optimize its marketing efforts. By understanding the target market and creating a product that meets their needs, a business can focus its marketing efforts on the right audience and maximize its return on investment. By using target-marketing and product design together, businesses can create an effective marketing strategy and product design that meets customer needs and builds customer loyalty. This can help a business improve its profitability and long-term success.

References

- Choe, W.J. and Ji, I., 2019. The performance of supply-push versus demand-pull technology transfer and the role of technology marketing strategies: The case of a Korean Public Research Institute. *Sustainability*, 11(7), p.2005.
- Delisle, M.A., 2021. Linking creative tourism products to markets: target marketing, promotion, commercialization, and market readiness. In *Creative tourism: activating cultural resources and engaging creative travellers* (pp. 135-150). Wallingford UK: CABI.
- Dong, H., 2022. Marketing View of Core Competence Cultivating on Business Majors in Private Universities. *International Business Research*, 15(1), pp.110-110.
- Gorelova, A., 2019. Target marketing of SantaPark to American tourists.
- Gubela, R.M., Lessmann, S. and Stöcker, B., 2022. Multiple Treatment Modeling for Target Marketing Campaigns: A Large-Scale Benchmark Study. *Information Systems Frontiers*, pp.1-24.
- Hosseini, M., Tammimy, Z. and Galavi, E., 2022. Social media target marketing: Use of social networks data to target marketing. *Journal of Industrial Engineering and Management Studies*, 9(1), pp.28-37.
- Kim, H., Baek, J. and Choe, Y., 2021. Family life cycle and preferences for a mega-sporting event package: The case of the 2018 PyeongChang Winter Olympic



- Games. *Tourism Economics*, 27(3), pp.548-568.
- Lee, C.H. and Lee, S., 2021. Design of Insurance Product Recommendation Model based on Bigdata and Artificial Intelligence. *Review of International Geographical Education Online*, 11(8).
- Makama, C.A., 2022. Investigating How Tacit Knowledge Management Inclination and Explicit Marketing Agendas Impact Business Success.
- Nguyen, K.H., Glantz, S.A., Palmer, C.N. and Schmidt, L.A., 2020. Transferring racial/ethnic marketing strategies from tobacco to food corporations: Philip Morris and Kraft General Foods. *American journal of public health*, 110(3), pp.329-336.
- Pitt, C.S., Bal, A.S. and Plangger, K., 2020. New approaches to psychographic consumer segmentation: Exploring fine art collectors using artificial intelligence, automated text analysis and correspondence analysis. *European Journal of Marketing*.
- Pride, W.M. and Ferrell, O.C., 2019. *Marketing*. Cengage Learning.
- Rusab, H.M., 2020. Marketing strategies of Aarong based on different target market.
- Sarah, F.H., Goi, C.L., Chieng, F. and Taufique, K.M.R., 2021. Examining the influence of atmospheric cues on online impulse buying behavior across product categories: Insights from an emerging e-market. *Journal of Internet Commerce*, 20(1), pp.25-45.
- Siregara, A.M., Faisala, S., Handayania, H.H. and Jalaludinb, A., 2020. Classification data for direct marketing using deep learning. *Science and Engineering*, 7(2).
- Tkaczynski, A., Gill, C. and Van Winkle, C.M., 2019. Target marketing of small-scale festival attendees: a scoping study. *Event Management*, 23(3), pp.483-490.
- Ganorkar RA, Rode PI, Bhambulkar AV, Godse PA, Chavan SL. Development of water reclamation package for wastewater from a typical railway station. *Int J Innov Technol Res*. 2014;2(2):841-6 <http://ijitr.com/index.php/ojs/article/view/288/pdf>.
- Bhambulkar, A. (2011) 'Effects of Leachate Recirculation on a Landfill', *Inter. J. Adv. Engineer. Sci. Technol.* 11(2)286 - 291.
- A.V. Bhambulkar, I. P. Khedikar. 2011. Municipal solid waste (MSW) collection route for laxmi nagar by geographical information system. *International Journal of Advanced Engineering Technology*. II (IV): 48-53.
- Bhambulkar, A.V., (2011). Municipal Solid Waste Collection Routes Optimized with ARC GIS Network Analyst. *Advanced Engineering Sciences and Technologies*, 11(1), 202-207.

