

ABSTRACT

The objective of this research paper is to conduct a comprehensive analysis of market segmentation to identify the most suitable market criteria for Tanigochi Indonesia. By selecting the right market segment, Tanigochi can develop and tailor its products effectively to meet the specific needs and preferences of its target consumers. Market segmentation plays a crucial role in brand building, involving the process of identifying and dividing the target market based on various consumer characteristics, including demographics, behaviors, motivations, and interests.

The research methodology employed in this study is qualitative research, particularly using primary data collected through interviews. By engaging with potential customers and studying their preferences and buying behaviors, valuable insights can be gained to inform Tanigochi's market segmentation strategy. This qualitative approach allows for a deeper understanding of consumer needs, enabling Tanigochi to make informed decisions regarding its target market and product development.

The anticipated outcomes of this research are twofold. Firstly, its aim is to provide Tanigochi with a comprehensive overview of the most suitable market segments to enter. By analyzing consumer characteristics and preferences, the research findings will guide Tanigochi in identifying the target market where its products are most likely to thrive. This knowledge will empower Tanigochi to align its offerings effectively with the specific needs and preferences of its target consumers.

In conclusion, this research paper addresses the critical aspect of market segmentation analysis for Tanigochi Indonesia. Through qualitative research methods and interviews, this study seeks to identify the most suitable market criteria for Tanigochi's products. Leveraging the power of market segmentation, Tanigochi can effectively tailor its offerings to meet the specific needs and preferences of its target consumers. Furthermore, this research aims to raise awareness and interest in green entrepreneurship, encouraging aspiring entrepreneurs to explore sustainable business opportunities for a brighter and environmentally responsible future and for the result of this research is Focusing on the market segment of "International Faculty of Economics and Business Students who Care about Health and Well-being," the key characteristics of this segment include an interest in healthy food, well-being, and support for sustainable practices. Therefore, this is an appropriate market segmentation category for Tanigochi to define its market segments.

Keywords— Market Segmentation, Tanigochi Indonesia.