[](https://www.knowitallninja.com/)Segmenting the Market

# Task 1

What is a “market segment”?

# A “market segment” is a group of customers put together for marketing purposes. Market segments are usually part of a larger market. One or more similar characteristics are often used to group customers together into a market segment.

# Task 2

Below are listed four types of market segmentation. Match each type with its description.

**Geographic**

**Psychographic**

**Behavioural**

**Demographic**

Dividing customers based on their habits

Dividing customers based on their basic, inherent qualities

Dividing customers based on their personal status

Dividing customers based on their physical location

# Task 3

(a) Can you provide three examples of demographic segmentation?

1 College students with a part-time job

2 Women aged 40–50 with full time employment with an annual income of at least £40,000

3 Retired people with no responsibility for children and an annual income of at least £30,000

(b) Can you provide three examples of psychographic segmentation?

1 Extroverted people who play football as a hobby

2 Middle class people who watch basketball as a leisure activity

3 Conservative people who prefer to watch romantic movies as opposed to horror movies

# Task 4

Below are a series of statements related to market segmentation. Identify which are true and which are false.

**True False**

✓

1. Market segmentation is not used to divide customers into groups.

✓

2. Demographic segmentation includes dividing customers by their gender.

✓

3. Geographic segmentation focuses on factors such as time zone and local language.

4. Attitude and lifestyle are not categories of psychographic segmentation.

✓

5. Spending & consumption are related to behavioural segmentation.

✓