

How Would You Segment These Consumers?

Below is a summary table of 12 consumers. Your task is to split them into segments, based on their characteristics in the information provided.

The Segmentation Rules

1. You need to create three segments each time only.
2. You must have at least two consumers in each segment.
3. The consumers in the segment must have one or more things in common (based upon their characteristics).

Create Three Segments for These Consumers

Consumer	Age	Where They Live	Marital Status	Social Class	Loyalty to Brands	Price Sensitivity	Lifestyle	Benefit Sought
1	19	Rural	Single	Lower	Low	Medium	Family	Best value
2	47	Suburbs	Married	Lower	Low	High	Social	Best price
3	66	Suburbs	Married	Middle	Low	High	Social	Best price
4	23	Rural	Married + children	Middle	Low	High	Family	Best price
5	64	Rural	Married + children	Lower	Medium	Medium	Family	Best value
6	25	City	Single	Middle	Medium	Medium	Sporty	Best quality
7	35	Suburbs	Single	Middle	Medium	Medium	Travel	Best value
8	50	Suburbs	Married + children	Upper	Medium	High	Family	Best price
9	36	Suburbs	Married + children	Middle	High	Low	Sporty	Best quality
10	50	City	Married	Middle	High	Medium	Travel	Best quality
11	53	Suburbs	Single	Upper	High	Low	Travel	Best quality
12	70	City	Married	Upper	High	Low	Sporty	Best value

Student Discussion Questions

1. There are eight characteristics for each consumer. Two are psychographic/lifestyle variables, three are behavioral variables, and three are geographic and demographic variables. Start by identifying which variables are in each of these categories.
2. Identify three market segments, using:
 - A. Psychographic/lifestyle variables as the base/s
 - B. Behavioral variables as the base/s
 - C. Geographic and/or demographic variables as the base/s
3. For each approach, how would you define each of your segments? That is, create a brief segment profile for each segment. (Note: You should have nine segments - 3 X the three approaches.
4. Choose the segmentation approach that you think works best for these consumers (this market). That is, the best approach in this market is psychographic, behavioral, OR geographic/demographic? Why?