

Customer Segmentation

Segmentation

- Product line differentiation and new products
- Market Segmentation
- Customer Segmentation

Customer segmentation helps firms to understand their customers by dividing them into distinct groups based on their behaviour and characteristics. It will use this information to determine a common set of needs and requirements and thus target products and services that are tailored to each of the customer segments.

My preference is to use a market segmentation approach to the customer base because, unlike product line differentiation, market segmentation will use common characteristics to determine the customer segments. This approach will help to identify the common needs that form customer groups.

Segmentation

- Based on Demographic variables (age, gender)
- Based on Psychographic variables (lifestyle, personality)
- Based on Behavioural variables (purchasing habits)
- Based on Geographical variables (location, region)
- Customer needs and wants are the main concern

Demographic

Demographic	Segment	Demographic	Demographic	Demographic	Demographic	Demographic
Age	Young Adults	25-34	35-44	45-54	55-64	65+
Gender	Male	Female	Male	Female	Male	Female
Marital Status	Single	Married	Single	Married	Single	Married
Education	Primary	Secondary	Primary	Secondary	Primary	Secondary
Occupation	Business	Business	Business	Business	Business	Business
Income	Low	Medium	Low	Medium	Low	Medium
Family Size	Small	Medium	Small	Medium	Small	Medium
Household Type	Single	Single	Single	Single	Single	Single

Psychographic

These are the non-demographic factors that influence consumer behaviour.

These are non-demographic factors that influence consumer behaviour. These factors are not related to age, gender, income, education, occupation, family size, marital status, etc.

Behavioural

Customer Segmentation

Measuring Orbital Speed Lab Answers

Rachel Sandford

Measuring Orbital Speed Lab Answers:

Immerse yourself in heartwarming tales of love and emotion with Crafted by is touching creation, Experience Loveis Journey in **Measuring Orbital Speed Lab Answers**. This emotionally charged ebook, available for download in a PDF format (Download in PDF: *), is a celebration of love in all its forms. Download now and let the warmth of these stories envelop your heart.

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