

FIGURE 5.2 Useful Segmentation Bases for Consumer and Organizational Buyer Markets

Consumer Markets	
Segmentation Base	Examples of Market Segments
<i>Geographic:</i>	
Continents	Africa, Asia, Europe, North America, South America
Global regions	Southeast Asia, Mediterranean, Caribbean
Countries	China, Canada, France, United States, Brazil
Country regions	Pacific Northwest, Middle Atlantic, Midwest
City, county, or SMSA size	Under 5,000 people; 5,000–19,999; 20,000–49,999; 50,000–99,999; 100,000–249,999; 250,000–499,999; 500,000–999,999; 1,000,000 or over
Population density	Urban, suburban, rural
Climate	Tropical, temperate, cold
<i>Demographic:</i>	
Age	Under 6 years old, 6–12, 13–19, 20–29, 30–39, 40–49, 50–59, 60+
Gender	Male, female
Family size	1–2 persons, 3–4 persons, more than 4 persons
Family life cycle	Single, young married, married with children, sole survivor
Income	Under \$10,000 per year, \$10,000–\$19,999, \$20,000–\$29,999, \$30,000–\$39,999, \$40,000–\$49,999, \$50,000–\$59,999, \$60,000–\$69,999, \$70,000+
Education	Grade school or less, some high school, graduated from high school, some college, graduated from college, some graduate work, graduate degree
Marital status	Single, married, divorced, widowed
<i>Social:</i>	
Culture	American, Hispanic, African, Asian, European
Subculture	
Religion	Jewish, Catholic, Muslim, Mormon, Buddhist
Race	European American, Asian American, African American, Hispanic American
Nationality	French, Malaysian, Australian, Canadian, Japanese
Social class	Upper class, middle class, working class, lower class
<i>Thoughts and feelings:</i>	
Knowledge	Expert, novice
Involvement	High, medium, low
Attitude	Positive, neutral, negative
Benefits sought	Convenience, economy, prestige
Innovativeness	Innovator, early adopter, early majority, late majority, laggards, nonadopter
Readiness stage	Unaware, aware, interested, desirous, plan to purchase
Perceived risk	High, moderate, low
<i>Behavior:</i>	
Media usage	Newspaper, magazine, TV, Internet
Specific media usage	<i>Sports Illustrated</i> , <i>Cosmopolitan</i> , <i>Ebony</i>
Payment method	Cash, Visa, MasterCard, American Express, check
Loyalty status	None, some, total
Usage rate	Light, medium, heavy
User status	Nonuser, ex-user, current user, potential user
Usage situation	Work, home, vacation, commuting
<i>Combined approaches:</i>	
Psychographics	Achievers, strivers, strugglers
Person/situation	College students for lunch, executives for business dinner
Geodemography	Gray Power, Young Influentials, Blue-Chip Blues
Organizational Buyer Markets	
Segmentation Base	Examples of Market Segments
Company size	Small, medium, large relative to industry
Purchase quantity	Small, medium, large account
Product application	Production, maintenance, product component
Organization type	Manufacturer, retailer, government agency, hospital
Location	North, south, east, west sales territory
Purchase status	New customer, occasional purchaser, frequent purchaser, nonpurchaser
Attribute importance	Price, service, reliability of supply