

# 51 MARKET SEGMENTATION EXAMPLES

To Help You Define Your Target Groups



## What is Market Segmentation?

Marketing segmentation is the process of dividing a particular market into smaller segments having similar needs or characteristics.

### GEOGRAPHIC SEGMENTATION

1. State (California, Colorado, Texas)
2. Country (USA, Canada, Australia, India)
3. College (The University of Illinois, The Ne School, Santa Monica College)
4. County (Los Angeles, Butte County)
5. Continent (Europe, America, Africa, Asia)
6. Community (San Marcos Youth Master Plan)
7. Urban/rural
8. North/South region
9. Warm/Cold areas
10. High elevation/low-elevation areas



### DEMOGRAPHIC SEGMENTATION

11. Age (21-29, 30-44, 44-59)
12. Race (Asian, Native Hawaiian)
13. Religion (Muslin, Buddhist, Christian)
14. Gender (Women, Men)
15. Family size (Couple only, 3 family members)
16. Income (till 40 000 USD, 40 – 60 000 USD)
17. Education (High school, University)
18. Ethnicity (Hispanic, Asian)
19. Housing style (Ranch House, Modernist)
20. Marital status (Married, Single, Widowed)
21. Occupation (Blue Color, White Color, Trade)
22. Socio-economic group (Higher Managerial, Intermediate Managerial, Administrative)



### PSYCHOGRAPHIC SEGMENTATION

23. Class (Working class family, Middle class )
24. Personality (Ongoing, Creative, Serious)
25. Attitudes (Hope, Optimism, Realism)
26. Lifestyles (Healthy lifestyle, Gluten-free lifestyle)
27. Special character traits (Religious, Adventurous)
28. Expectations (Explicit, Implicit expectations)
29. Opinions (Customers that rate the product with 3 stars, 4 stars, 5 stars)
30. Hobbies (Reading, Horse Ridding)
31. Interests (Interested in technology, fashion)



### BEHAVIORAL SEGMENTATION

32. Occasion (Birthday, Anniversary)
33. Bayer Journey Stage (Awareness, Consideration, Decision Stage)
34. Brand knowledge (None, Some, Strong Knowledge)
35. Types of loyalty (No Loyalty, Inertia Loyalty)
36. Price sensitivity (Sensitive to price changes, Not sensitive)
37. Shopping style (Avoid shopping, Enjoy shopping)
38. Usage rate (Heavy, Light)
39. User status (Never, Occasional, Regular)



### MEDIA SEGMENTATION

40. TV (cable TV, network TV, satellite TV)
41. Radio (satellite radio use, internet radio, local radio, national radio)
42. Social Media (Facebook, Twitter, Instagram)
43. Newspapers (local newspaper, national newspaper, consumer magazine)
44. Internet search engine use (Google, Bing, Yahoo)



### TIME SEGMENTATION

45. Seasons (Winter, Spring, Summer, Autumn)
46. Special events (Black Friday)
47. Holidays (Thanksgiving, Halloween)



### BENEFIT SEGMENTATION

48. Convenience (Without buying effort, With some buying efforts)
49. Customer service (Expected, Desired, Basic customer service)
50. Special features (high speed, easy access)
51. Quality (High quality, Middle quality, Low quality)

