

Name:

Date:

Class:

Market Segmentation

Skill:

- Application (AP)

Time on Task:

- 10–15 minutes

Goal/Purpose:

- The goal of this activity is to help you identify how you might appear to businesses as a potential customer. This will help you better segment your customers when your business is running.

Determine all the different market segments in which you could be considered a potential customer by answering each of the following prompts. Consider each prompt from all possibilities and determine how many different categories or descriptions you can think of for yourself. For example, if you live in Oregon, you might be considered an Oregonian, Pacific Northwestern, northerner, or west-coast resident in terms of geographic segmentation. If you played soccer, you might be considered an athlete, sports enthusiast, or soccer fan in terms of psychographic segmentation. This information may be reported to the class according to your instructor's guidelines, so be sure to provide enough information to facilitate a discussion.

1. Identify your likely geographic segment(s).

Answer:

2. Identify your likely demographic segment(s).

Answer:

3. Identify your likely psychographic segment(s).

Answer:

4. Identify your likely behavioral segment(s).

Answer: