**Segmenting Consumer Markets**

There is no single way to segment a market. A marketer has to try different segmentation variables, alone and in combination, to find the best way to view the market structure. Table 7.1 outlines the major variables that might be used in segmenting consumer markets. Here we look at the major *geographic, demographic, psychographic,* and *behavioral variables.*

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|  |  | Major Segmentation Variables for Consumer Markets |
| |  |  | | --- | --- | | **Geographic** | | | World region or country | North America, Western Europe, Middle East, Pacific Rim, China, India, Canada, Mexico | | Country region | Pacific, Mountain, West North Central, West South Central, East North Central, East South Central, South Atlantic, Middle Atlantic, New England | | City or metro size | Under 5,000; 5,000–20,000; 20,000–50,000; 50,000–100,000; 100,000–250,000; 250,000–500,000; 500,000–1,000,000; 1,000,000–4,000,000; 4,000,000 or over | | Density | Urban, suburban, rural | | Climate | Northern, southern | | **Demographic** | | | Age | Under 6, 6–11, 12–19, 20–34, 35–49, 50–64, 651 | | Gender | Male, female | | Family size | 1–2, 3–4, 51 | | Family life cycle | Young, single; young, married, no children; young, married with children; older, married with children; older, married, no children under 18; older, single; other | | Income | Under $10,000; $10,000–$20,000; $20,000–$30,000; $30,000–$50,000; $50,000–$100,000; $100,000 and over | | Occupation | Professional and technical; managers, officials, and proprietors; clerical, sales; craftspeople; supervisors; operatives; farmers; retired; students; homemakers; unemployed | | Education | Grade school or less; some high school; high school graduate; some college; college graduate | | Religion | Catholic, Protestant, Jewish, Muslim, Hindu, other | | Race | Asian, Hispanic, Black, White | | Generation | Baby boomer, Generation X, echo boomer | | Nationality | North American, South American, British, French, German, Italian, Japanese | | **Psychographic** | | | Social class | Lower lowers, upper lowers, working class, middle class, upper middles, lower uppers, upper uppers | | Lifestyle | Achievers, strivers, strugglers | | Personality | Compulsive, gregarious, authoritarian, ambitious | | **Behavioral** | | | Occasions | Regular occasion, special occasion | | Benefits | Quality, service, economy, convenience, speed | | User status | Nonuser, ex-user, potential user, first-time user, regular user | | Usage rate | Light user, medium user, heavy user | | Loyalty status | None, medium, strong, absolute | | Readiness stage | Unaware, aware, informed, interested, desirous, intending to buy | | Attitude toward product | Enthusiastic, positive, indifferent, negative, hostile | | | |