

**FIGURE 5.2** Useful Segmentation Bases for Consumer and Organizational Buyer Markets

| <b>Consumer Markets</b>             |  |
|-------------------------------------|--|
| <b>Segmentation Base</b>            | <b>Examples of Market Segments</b>   |
| <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, Cosmopolitan, 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  |
| <b>Organizational Buyer Markets</b> |  |
| <b>Segmentation Base</b>            | <b>Examples of Market Segments</b>   |
| 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  |