

Week 3 - Assignment 1: Market Segmentation

Timothy Odom

American Public University

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Dr. Schaefer

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Chart:

Segmentation Type	• The Rustic Rooster - Food brand - Organic, homemade, and homegrown healthy products like eggs, baked goods, fruits, and vegetables
Demographics	• Age: 15-59 years old ◦ Young parents with young children in the home as well as people seeking out foods for health benefits. • Income and Education: Higher incomes (individuals with an annual income of \$75,000+) and higher education • Race and Ethnicity: Asian and Hispanic
Psychographics	• Health Consciousness: Perception that organic foods are healthier due to the absence of pesticides and other additives • Environmental and Animal Concerns: Sustainability, support for local farmers, support for fair trade practices, and valuing animal welfare • Lifestyle and Values: Natural, wholesome foods, sustainable practices, and support for local economies • Taste: Perception that organic produce and homemade goods offer a superior taste compared to conventional options
Geographics	• Urban and Suburban Areas: Higher density of health-conscious consumers who may be seeking out fresh, high-quality ingredients • Proximity to Farms: Consumers located near the farm stand will naturally have easier access to the products and may be more inclined to frequent the stand • Areas with a Strong "Buy Local" Movement: Communities that prioritize local businesses and agriculture will likely be more receptive to the farm stand concept

Behavioral Characteristics	● Frequent Farmers Market Shoppers: Customers already seeking out fresh, local produce who often prefer direct-to-consumer purchases ● Willingness to Pay a Premium: Customers willing to pay a higher price for quality and perceived health benefits ● Brand Loyalty and Repeat Purchases: Customers whose values and demand for consistent quality and positive relationships align ● Interest in Home Cooking and Healthy Eating: Customers who prioritize cooking at home with fresh ingredients and who perceive food as medicine ● Seeking Unique and High-Quality Items: Customers drawn to organic and homemade options for their unique flavors or artisanal qualities offered
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Brief Analysis

The identified characteristics of the target market can influence the brand's marketing strategy in the way that they choose which merchandise to sell as well as the way in which they choose to advertise said merchandise. With the demographics for this business being ages 15-59 years old, that's a pretty wide range. To target the younger customers, I feel that social media is definitely the best advertisement platform nowadays. As for the older customers, and also since it says individuals with children and higher incomes, I would say advertising with flyers and/or business cards at local churches, sports centers, and private schools would be a good idea. The target market is most likely looking at this business for healthier and tastier food options, to support local small businesses, and due to sustainability and animal welfare beliefs. With this being said, it is a good idea to emphasize that there are no pesticides or additives used, to have some unique baked good options that can't be found in stores, to be conveniently located near/in neighborhood areas or commonly visited areas such as churches or schools, and if able, to share visuals of your garden, animal quarters, and cooking area.

References

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