Chapter 3: Market Segmentation

Name _____

Market Segmentation

Benefits	Drawbacks

A sports shoe manufacturer might define _____ that include elite athletes, frequent gym-goers, fashion-conscious women and middle-aged men who want _____ and _____ in their shoes.

4 Market Segments

Demographics	Geographics
Psychographics	**Behavioral**

_____ has the highest interest in Tesla vehicles.

Disposable Income

Discretionary Income

Mass Marketing

Niche Marketing

Advantages	Disadvantages