Puzzle: Understanding Service Market Segmentation

Question:

Below are four different market segments based on various consumer characteristics. Match each segmentation strategy to the correct description of how the market is divided.

Market Segments:

1. **Demographic Segmentation**
2. **Geographic Segmentation**
3. **Psychographic Segmentation**
4. **Behavioural Segmentation**

Descriptions:

A. The market is divided based on lifestyle, social status, personality, or values.

B. The market is divided based on the consumers' purchasing behaviour, such as their usage rate, brand loyalty, or occasion of purchase.

C. The market is divided based on geographical factors such as region, city, or climate.

D. The market is divided based on characteristics like age, gender, income, or family size.

Answer:

1. **Demographic Segmentation** → D. The market is divided based on characteristics like age, gender, income, or family size.
2. **Geographic Segmentation** → C. The market is divided based on geographical factors such as region, city, or climate.
3. **Psychographic Segmentation** → A. The market is divided based on lifestyle, social status, personality, or values.
4. **Behavioural Segmentation** → B. The market is divided based on the consumers' purchasing behaviour, such as their usage rate, brand loyalty, or occasion of purchase.