

Can You Segment These Markets?

In the "Market Segmentation" column, place the type(s) of market segmentation (DEMOGRAPHIC, GEOGRAPHIC, PSYCHOGRAPHIC, OR BEHAVIORIAL) that corresponds to the consumer identified in the left column. Identify the specific of segmentation, if possible, in the "Specific Form of Segmentation" column. A couple have been done for you to demonstrate the objective.

CONSUMER	MARKET SEGMENTATION	SPECIFIC FORM OF SEGMENTATION
Smoker	Behavioral	Usage Rate
Teenager		
Rich Man		
Eskimo		
Cheerleader	Psychographic, Behavioral	Personality, Interest, Occasion Response
Bride		
Senior Citizen		
Professor		
Bank President		
Secretary		
Bus Driver		
Farmer		
Repeat Shopper		
Football Player		
Teacher		