
Chapter 2 The Marketing Plan

Section 2.2 Marketing Segmentation

Section Outline with Content and Academic Vocabulary

Section Outline

Identifying and Analyzing Markets

Market Segmentation

Gathering Data

Types of Segmentation

Demographics

Age

Gender

Income

Marital Status

Ethnic Background

Geographics

Local, State, and Regional Geographics

National and Global Geographics

Psychographics

Attitudes and Opinions

Interests and Activities

Personalities and Values

Behavioral Characteristics

Mass Marketing vs. Segmentation

Niche Marketing

Chapter 2 The Marketing Plan

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Section Outline with Content and Academic Vocabulary *continued*

Content Vocabulary

market segmentation The process of classifying people who form a given market into even smaller groups. (p. 43)

demographics Statistics that describe a population in terms of personal characteristics, such as age, gender, income, marital status, and ethnic background.

disposable income The money left after taking out taxes. (p. 45)

discretionary income The money left after paying for basic living necessities, such as food, shelter, and clothing. (p. 45)

geographics Segmentation of the market based on where people live. (p. 46)

psychographics Grouping people with similar attitudes, interests, and opinions, as well as lifestyles and shared values. (p. 47)

mass marketing Using a single marketing strategy to reach all customers. (p. 49)

Academic Vocabulary

range An amount or extent of variation; complete group that is included between two points on a scale of measurement or quality. (p. 44)

attitude A complex mental state involving beliefs and feelings and values and dispositions to act in certain ways. (p. 47)