

# Market Segmentation

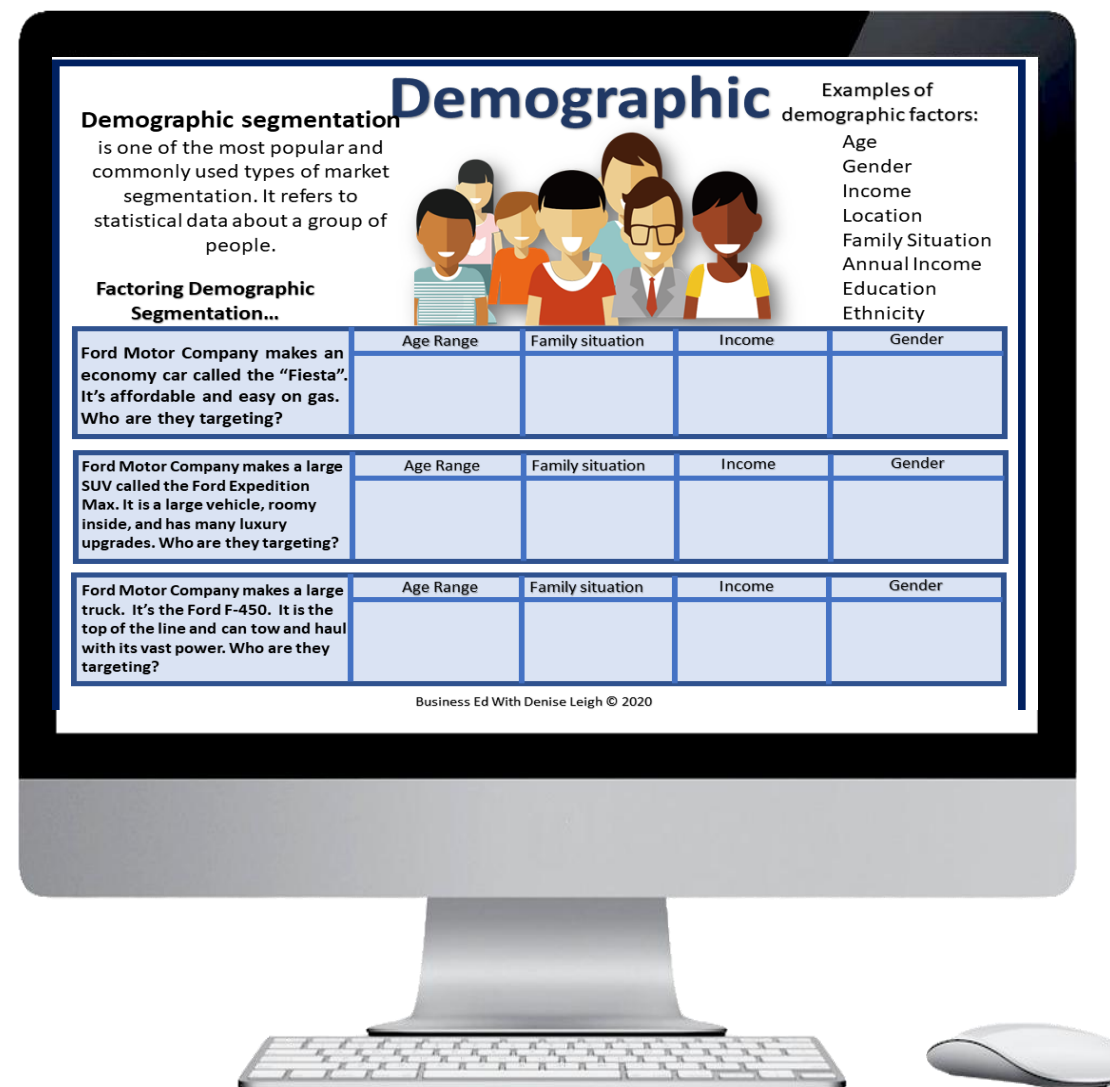
## Digital Discovery Activity

A Digital Activity OR  
Print the Packet!

Easy-to-use, fillable  
Google Slides OR easily  
convert to Microsoft  
PowerPoint

Great for your  
Marketing, Intro to  
Business, &  
Entrepreneurship class

**NO PREP!**  
**Saves you time!**



BUSINESS EDUCATION WITH *Denise Leigh*


# Share on your LMS or Print Packets & Handout

## Demographic

**Demographic segmentation** is one of the most popular and commonly used types of market segmentation. It refers to statistical data about a group of people.

**Factoring Demographic Segmentation...**

Examples of demographic factors:  
Age  
Gender  
Income  
Location  
Family Situation  
Annual Income  
Education  
Ethnicity



Ford Motor Company makes an economy car called the "Fiesta". It's affordable and easy on gas. Who are they targeting?	Age Range	Family situation	Income	Gender
Ford Motor Company makes a large SUV called the Ford Expedition Max. It is a large vehicle, roomy inside, and has many luxury upgrades. Who are they targeting?	Age Range	Family situation	Income	Gender
Ford Motor Company makes a large truck. It's the Ford F-450. It is the top of the line and can tow and haul with its vast power. Who are they targeting?	Age Range	Family situation		


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## Geographic

**Geographic segmentation** can refer to a defined geographic boundary. It can also refer to the exact location of the market that a business is targeting.

**Factoring Geographical Segmentation...**

Geographic Market Segmentation Examples:  
ZIP code  
City  
Country  
Radius around a certain location  
Climate  
Urban or rural or suburban



List four specific products that students or teachers at YOUR SCHOOL would buy that someone from another school might not buy...	1	2	3	4


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## Behavioral

While demographic and psychographic segmentation focus on who a customer is, **behavioral segmentation** focuses on how the customer acts.

**Factoring Behavioral Segmentation...**

**Behavioral Market Segmentation Factors:**  
Purchasing Habits  
Spending Habits  
User Status  
Brand Interactions  
Occasion or Timing  
Customer Loyalty



Debbie wears contact lenses. She is in need of new contact solution. She only buys it when she has a coupon. She likes "Clearview" brand solution the best. List 4 behavioral factors of Debbie's situation.	1	2	3	4
Larry always buys Ford Trucks. He has driven his truck for 10 years and is shopping for a new one. He goes to the local dealership because they will give him a Veteran's discount and he has bought from them for years. List 4 behavioral factors in Larry's situation.	1	2		


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## Psychographic

**Psychographic segmentation** factors are slightly more difficult to identify than demographics because they are subjective. They are not data-focused and require research to uncover and understand.

**Factoring Psychographic Segmentation...**

Psychographic Market Segmentation Examples:  
Personality Traits  
Values  
Attitudes  
Interests  
Lifestyles  
Psychological Influences  
Subconscious and Conscious  
Beliefs  
Motivations  
Priorities  
Food Habits & Preferences



Jenny values quality over economy. She will pay more for something as long as it is the best in its market. What is a product or brand that she might purchase for each category given?	Vehicle	Running Shoes	Blue Jeans	Cell Phone

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**NO PREP!**

- ## The FOUR Basis of Market Segmentation:
1. Demographic
  2. Geographic
  3. Behavioral
  4. Psychographic

# Engage, Explore, Analyze, Discover!

## Prompts Critical Thinking.



## A Great Introduction to Market Segmentation!

Students **EXPLORE** each segmentation.

Students **DISCOVER** the differences.

Students **ANALYZE** each type.

Students **APPLY** what they learned by **THINKING** and **ASSESSING**.

# Teacher Testimonials



Such informative and great resources. **Love it!** My students were so interested and engaged. Thank you!



**My students really enjoyed this activity** which is great because they are difficult to get motivated about an assignment.



Students actually commented many times about how much this activity helped clarify the different market segmentations for them!



**Denise Leigh has done it again!** This resource perfectly introduced marketing segmentation to my Business & Marketing Essentials class. Students were **very engaged** and really grasped the learning target with this resource.



**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

