

Variables: marketing and groups

[Business](#), [Marketing](#)



Geographic: dividing market into different geographical units Groups: nations, regions, states, municipalities, cities, neighborhoods Egg customizing hotels and rooms to suit the location (beach vs. city) 2.

Demographic: dividing the market into groups based on demographic variables *consumer needs, wants and usage rates often vary closely with demographic variables Groups: age and life-cycle stage, gender, income, family size, income, occupation, education, religion, nationality Egg different products and appeals to different target:; gender for clothes; income for luxury goods 3.

Cryptographic: dividing the market Into groups based on social class, lifestyle or personality heartsickness Groups: socioeconomic status, lifestyle, psychological/ personality traits, values Egg socioeconomic status has strong effect on preferences In cars, clothing, home furnishings, leisure activities, reading habits 4.

Behavioral: delve market into groups based on consumers' knowledge of, attitude towards, uses for and responses too product Groups: purchase occasions, benefits sought, user status, usage rate, loyalty status, buyer-readiness, attitude towards product Egg knowledge of product that affects the attitude towards it, way they use it, their responses to it groups within that variable. Provide examples of your choice to Illustrate your clothing, home furnishings, leisure satellites, reading habits 4.

Behavioral: delve groups within that variable. Provide examples of your choice to illustrate your answer. (p. 265) --Problem recognition, info search, evaluation, purchase, post dividing the market into groups based on social

class, lifestyle or personality traits, values Egg socioeconomic status has strong effect on preferences in cars, clothing, home furnishings, leisure activities, reading habits.