



Service Segmentation, Targeting And Positioning





4 Types of Market Segmentation

Geographic

- Region
- Country Size
- City Size
- Population Size
- Climate

Demographic

- Age
- Gender
- Family Size
- Family Life Cycle
- Income
- Occupation
- Education
- Religion
- Race
- Nationality

Psychographic

- Social Class
- Lifestyle
- Personality

Behavioral

- Purchase occasion
- Benefits sought
- User status
- Usage rate
- Loyalty status
- Readiness state
- Attitude toward
- Product