

U1.14 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is market segmentation?

Dividing a broad market into smaller groups with similar characteristics.

CARD 2

What are the three main ways to segment a market?

Demographic, geographic and psychographic.

CARD 3

What is demographic segmentation?

Grouping customers by who they are, such as age, income or occupation.

CARD 4

What is geographic segmentation?

Grouping customers by where they live, work or travel from.

CARD 5

Why can location affect customer needs?

Access, culture, tourism, distance and local conditions can change buying needs.

CARD 6

What is psychographic segmentation?

Grouping customers by lifestyle, values, interests and behaviour.

CARD 7

Why do businesses segment a market?

To make products and marketing more relevant to specific customer groups and reduce wasted marketing.