

1.1

SEGMENTATION OF CONSUMERS: THREE EXAMPLES

1 MOTIVATION (BENEFITS)

A BENEFIT SEGMENTATION OF FITNESS CLUB MEMBERS



**Correctional Fitness**

See themselves being out of shape and want to get back in shape by exercising. They seek exercise trainers, aerobics classes, and nutrition advice.



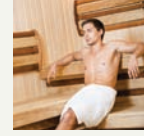
**Maintenance Fitness**

See themselves as normal and fit and are motivated to stay fit. Use fitness machines and aerobic classes and seek efficiency.



**Build-up Fitness**

Fit and healthy. Seek to build a muscular body. Heavy users of big machines and most devoted to spending time at the gym.



**Relaxation**

Come for relaxation and visit usually at the end of the work day. Mainly use swimming, sauna, and spa facilities.



**Socialization**

Come to socialize with friends and others with similar motives. Hang out at the pool, TV watching area, and the juice bar.

(A hypothetical example)

2 DEMOGRAPHICS+PSYCHOGRAPHICS

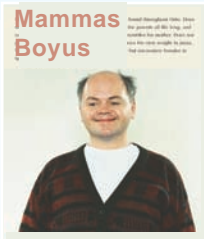
AGE AND LIFE OUTLOOK OF HOME BUYERS



Young single; powerful built; becomes active after sunset; often fights rival males; can open beer with teeth.



Young, fashionable; shopping is a hobby; nests in yuppy-rich areas; fascinated by shiny objects.



Mamma's boy; still nests with parents; does not travel in herds; consumes twice his weight in pizza.



Couples, thrive in suburban areas; male sheds hair and gets restless around 50; seen with a snifter on Saturday nights.



Sociable and convivial, primarily active during the day; sheds the teeth every night; can be seen in tea-rooms.

Obos, a home-builder in Norway targets customers defined by life-stage and mental makeup. The company-supplied tongue-in-cheek profiles (excerpted and heavily edited here) make an excellent study in segmentation by demographics+psychographics. (Used by permission.)

3 ATTITUDES

SEGMENTS BY ATTITUDE TOWARD ONLINE SHOPPING



**Shopping Lovers**

Love to shop online; find Internet shopping fun and hassle free. Heavy users.



**Adventuresome Explorers**

Versatile and prolific in their online use, search diverse topics; find online shopping an exploration.



**Suspicious Learners**

Low computer literacy; struggling to complete online tasks; find it "hard to judge merchandise quality on the Internet."



**Technology Muddlers**

Least computer literate; have strong hesitation to give their credit card number to a Web site, and want to see merchandise in person.

Example 3 adapted from: W. R. Swinyard & S. M. Smith, "Why People Shop Online," Psych. & Mark., 2003, 567-97.