Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict Customer Behavior

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Description
This edition of Market Segmentation includes the key elements that made the first edition the resource for marketing professionals. Its state-of-the-art demographic and psychographic segmentation techniques and case studies are completely updated to reflect the latest data and applications. This expanded edition also covers international market segmentation and database marketing/single source data to help analyze market opportunities. Topics include: the pre-segmented market; physical attributes; statistical software; segmentation resources; developing global market strategies.

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Market Segmentation: Using Demographics, Psychographics and Other Niche Marketing Techniques to Predict and Model Customer Behaviour. ISBN 1557384924 (ISBN13: 9781557384928). Reader Q&A. To ask other readers questions about Market Segmentation, please sign up. Be the first to ask a question about Market Segmentation. Lists with This Book. This book is not yet featured on Listopia. Markets can be segmented in many ways. Segmentation variables are the criteria that are used for dividing a market into segments. The chosen criteria should be good predictors of differences in buyer behavior. Psychographic variables are used when purchasing behavior correlates with the personality or lifestyle of consumers. Consumers with different personalities or lifestyles have varying product preferences and may respond differently to marketing mix offerings. The segments emerging from behavioral and psychographic segmentation will have to be profiled in terms of age, occupation, socio-economic status, place of residence, gender etc. Profiling will help companies in identifying the segments and focusing their attention on them. Demographic Variables.