• personality types and traits

**Behavior Segmentation**

: a technique that divides consumers into segments on the basis of how they act toward, feel about or use a good or service

• a marketing rule of thumb: **20% of purchases account for 80% of a product's sales**

variables

• **user status** (frequency - light, medium, heavy)
• **usage rate** (non-users, first time, regular, ex-user)
• **benefits sought** (high quality, cheap, convenience, superior image, delivery speed)
• **usage occasions**: when consumers use a product most
• **loyalty** (hard-core loyal, split, switching, switchers (no loyalty))

**long tail**: a new approach to segmentation based on the idea that companies can make money by selling small amounts of items that only a few people want, provided they sell enough different items

**Segment B2B Markets**

Organizational demographics

• **size of firms** (either in total sales or in number of employees)
• **number of facilities**
• whether they are a **domestic or a multinational company**
• **their purchasing policies**
• **type of business** they are in
• **production technology** they use
• whether the customer is a **user or a nonuser** of the product

**Step 2: Targeting**

**Targeting**: a strategy in which marketers evaluate the attractiveness of each potential segment and decide in which of these groups they will invest resources to try to turn them into customers: **target market**