

# 5.2 Segmentation Flash cards



A hand holding a magnifying glass over a group of wooden figures, symbolizing market segmentation. The word "Segmentation" is overlaid in a black box with white text.

# Segmentation

A hand is holding a magnifying glass over a row of wooden blocks. The blocks are arranged in a line, and the magnifying glass is focused on one of them. The background is dark and textured.

# Segmentation

Segmentation is where businesses group customers, according to age, gender, location and income. This is so they can produce specific products to meet their individual needs.



# Age

A group of five diverse young women are smiling and hugging each other. They are dressed in casual, contemporary clothing. The woman on the far left is wearing a light green t-shirt and blue denim overalls. The woman next to her is wearing a bright yellow top. The woman in the center is wearing a striped shirt. The woman to her right is wearing a green button-down shirt. The woman on the far right is wearing a white and yellow striped top and a yellow cardigan. The background is a plain, light-colored wall.

# Age

Age segmentation is when a market is divided into groups based on consumers age. Different age groups have different needs and wants. e.g. a baby has different needs to a teenager.

A young man and woman are standing in a school hallway, looking at their smartphones. The woman is on the left, wearing a white and blue striped shirt, and the man is on the right, wearing a red and blue striped shirt. They are both smiling and appear to be engaged in a conversation. The hallway has blue lockers on the left and a window on the right. A black rounded rectangle with the word "Gender" in white text is overlaid on the image.

Gender

A young man and woman are standing in a school hallway, looking at their smartphones. The woman is on the left, wearing a blue and white striped shirt, and the man is on the right, wearing a red and blue striped shirt. They are both smiling and appear to be engaged in a conversation. The hallway has blue lockers on the left and a window on the right. A black rounded rectangle is overlaid on the image, containing the word "Gender" in white text.

# Gender

This is where businesses segment the market based on female and male customers. Some products are specifically designed for one gender. Males and females may have different needs and preferences. They may respond differently to specific advertising.



Location

Mrs. SCOTT  
Revision with Mrs S



# Location

Location segmentation is where a business divides the market based on where customers live. Customers in different areas may have different needs. Climate, income level and culture are reasons for location segmentation.

Mrs. SCOTT

Revision with Mrs S



# Income

# Income

Income segmentation is where a business divides the market based on how much money customers earn. This is so they can target products at people who can afford them.