

How Buyers Differ

Marketing

The bases for grouping customers, and which ones predict behaviour.

Segmentation base and usefulness.

Base	Example	Predictive power
Demographic	Age, income, household	Weak alone, easy to target
Geographic	Region, urban or rural	Useful for distribution
Psychographic	Values, lifestyle	Moderate, hard to measure
Behavioural	Usage, occasion, loyalty	Strongest
Needs-based	Job to be done	Strong, drives product design

Segments must be measurable, substantial, accessible and actionable.
A segment you cannot reach is not a segment.