

Market Segmentation

Market Segmentation

Marketing people use several categories or ways to look at their clientele: (a) demographic, (b) geographic, (c) psychographic, and (d) behavioral. Locating this information about a product or company takes special tools and sometimes access to data that is very expensive to obtain. Marketing analysis companies specialize in providing this kind of data for companies. As a student these resources generally are not available to you because of their unique specialization and expense to provide. It takes some digging on your part to put this information together.

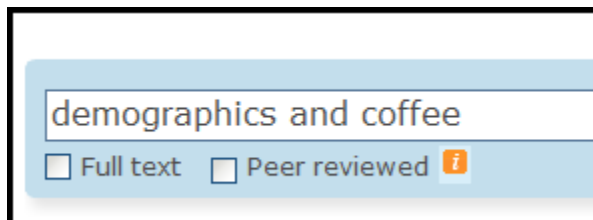
Definition of the concept: <http://www.netmba.com/marketing/market/segmentation/>

How do people use economic census data? <https://www.census.gov/programs-surveys/economic-census/guidance/data-uses.html>

Here are some possible resources that can help you:

ABI/INFORM Complete

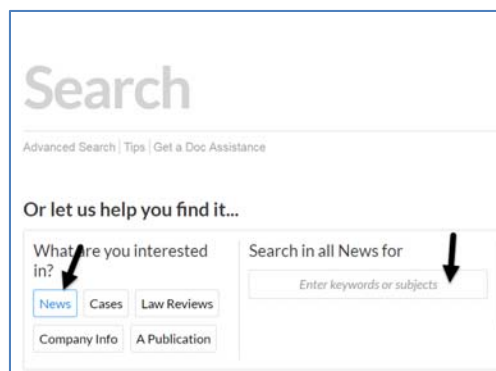
You can do a search for articles on the main Advanced search screen. For example, you might try a search like this one:



At the end of this handout there are a list of additional search terms that can be used in the databases.

Nexis Uni

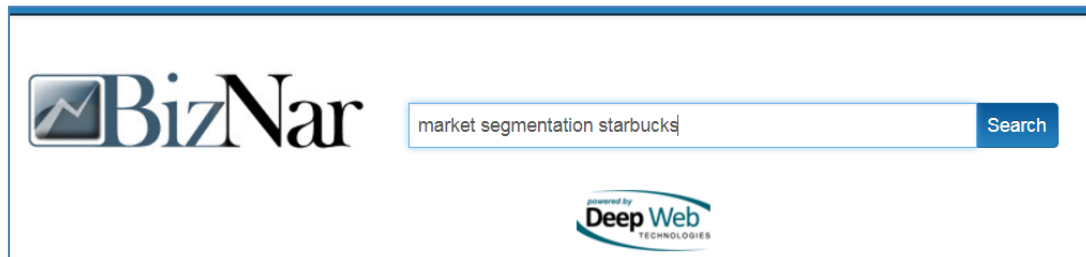
Use the News option to search for media articles on your company or product.



Use the Company Info box to search for your company. Note ways to limit your search on the left hand side, e.g. Location, keywords, etc.

Biznar

This is a deep web search engine. Try your terms with your company/product to see what results you get. <http://biznar.com/biznar/>

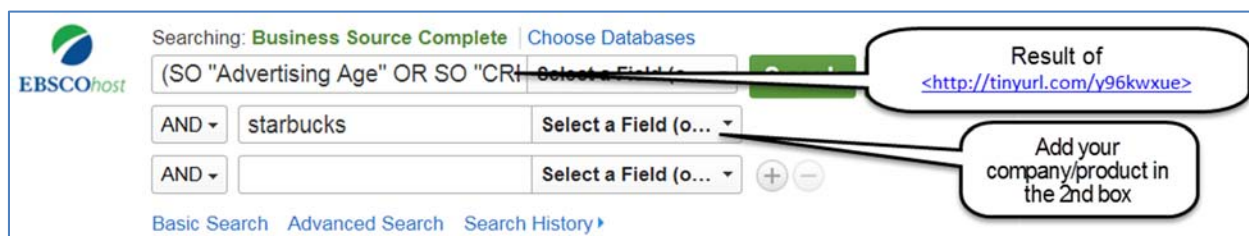


Use some of the terms listed at the end of this document to look at other aspects of the topic.

Demographic/Geographical

American Demographics (1992-2004) which then merged with Advertising Age (1990-present).

To search these titles as well as some others that have previously merged with it, do the following search in Business Source Complete: <http://tinyurl.com/y96kwxue>. With that result, (in the first row search box, enter your company/product in the 2nd row box.



American Fact Finder (Census Bureau)

Obtain a fact sheet for any community. <http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>

Enter your location (state, county, city, town, zip code).

With your MSA selected, you can access data tables for that area. Click the **Topics** tab on the left side of the screen. Close the small **Select Topics** pop-up window so you can view the tables for your city. Tables can be downloaded.

Population

Age
Business and Industry
Education
Governments
Housing
Income
Origins and Language
Poverty
Race and Hispanic Origin
Veterans
Show All

Indiana
We found more results for your geography search >>

Population
Census 2010 Total Population

6,483,802 Source: 2010 Demographic Profile

Bookmark/Save | Print

Popular tables for this geography:

2010 Census

- General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Race and Hispanic or Latino Origin
- Hispanic or Latino by Type (Mexican, Puerto Rican, ...)
- Households and Families (Relationships, Children, Household Size, ...)
- Compare Counties for Population, Housing, Area, and Density
- Compare Cities and Towns for Population, Housing, Area, and Density

2015 American Community Survey

- Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)

2016 Population Estimates Program

- Annual Population Estimates

Census 2000

- General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)
- Compare Counties for Population, Housing, Area, and Density
- Compare Cities and Towns for Population, Housing, Area, and Density

Claritas.com (zip code market segmentation)

<http://www.claritas.com/>

Click on, MyBestSegments, at the top of the screen.

You can choose to search by zip code.

Enter your zip code on the right hand side.

Use the Learn More (also at the top) to better search this web site.

American Fact Finder

This is data provided by the Census Bureau at

<https://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

The Lifestyle Market Analyst

This book is available in the Marion Library. You may also find it at a library in your locality. The call number for this title from the IWU Library is: 658.834 L626. It is not available for check out.

State of the Cities Data Systems (SOCDS)

Available at: <http://www.huduser.org/portal/datasets/socds.html>

United States Census 2010

<https://www.census.gov/2010census/>

Psychographic

Lifestyles—Esri Segmentation

Enter your zip code to obtain available information. http://www.esri.com/data/esri_data/tapestry.html

e-Lab at Vanderbilt University

"Vanderbilt University's eLab is a pioneering academic research center dedicated to the study of human behavior, particularly in online environments. Since 2001, eLab researchers have leveraged use of a diverse international consumer panel to conduct cutting-edge research through robust web-based experiments and surveys. These studies address a wide range of industry-relevant topics concerning online consumer behavior and its implications for business, government, and individual practice"

<http://elab.vanderbilt.edu/>

Behavioristic

The Lifestyle Market Analyst

This is the same title as listed above. This book is available in the Marion Library. You may also find it at a library in your locality. The call number for this title from the IWU Library is: 658.834 L626. It is not available for check out.

Additional Books on Market Segmentation Available from IWU.

American Generation Series

This series of books is available at the IWU Library, Indianapolis North Ed Center, Louisville Ed Center. To see what titles are available go to this link in the library catalog, <http://tinyurl.com/2wew3o2>.

Handbook of International Market Research Techniques

This book is available from the IWU Library (658.83 IN8B).

Lifestyle Market Segmentation

This is a book, available from the IWU Library. 658.8343 M583M.

Lifestyle Marketing

This is a book that is available from the IWU Library (658.8343 M583L) in paper and electronically via EBSCO E-Collection.

Market Segmentation: A Step by Step Guide to Profitable New Business

This is a book that is available from the IWU Library (658.84 C874M).

The Market Segmentation Workbook: Target Marketing for Marketing Managers

This book is available from the IWU Library (658.83 D544M).

Subject Headings To Try in the Business Databases (suggested, but you will likely discover more):

Demographic research
Demographic surveys
Consumers
Consumers' preferences
Consumer behavior
Brand choice

Preference heterogeneity
Brand inertia
Brand mobility
Consumers-Attitudes
Target marketing
Market segmentation
Blacks as consumers
Male consumers
Women consumers
Teenage consumers
Child consumers
Hispanic American consumers