

# Customer

Customer Segments

# 分類方式

Demographic (WHO)

Behavioral (HOW)

Geography (WHERE)

Psychographic (WHY)

# Demographic

Sex

Age

Occupation

Income

Religion

Ethnicity

Family  
Structure

Behavioral (with your product)

Level of Usage

Frequency

Technology

# Psychographic

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**Fear /  
anxiety**

**Motivation**

**Principles**

**Beliefs**

# FOMO / Fear of Missing Out

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좋은 기회를 놓치고 싶지 않은 마음.

# 分類方式

## Demographic (WHO)

- 40-50歲男性

## Behavioral (HOW)

- YouTube每日使用1小時以上
- 大量訂閱頻道

## Geography (WHERE)

- 住在台北

## Psychographic (WHY)

- 對新事物有興趣

# 常見的Customer Segments的選擇

**Mass Market**

粗放

**Niche Market**

很小

**Segmented**

一個市場拆分

**Diversified**

多元

**Multi-Sided**

平台