Quiz

Chapter 9: Market Segmentation, Targeting, and Positioning

1. What defines a market according to the chapter?

a) A group with sufficient purchasing power, authority, and willingness to buy

b) A group of businesses producing similar products

c) A group of consumers with identical preferences

d) A group of retailers in a specific geographic area

2. How are consumer products distinguished from business products?

a) Consumer products are for resale, while business products are for personal use.

b) Consumer products are bought for personal use, while business products are used in production or resale.

c) Consumer products are more expensive than business products.

d) Consumer products are only sold in urban areas.

3. What is a target market?

a) The entire market for a product

b) A segment of consumers most likely to purchase a particular item

c) A group of competitors in the same industry

d) A market with no purchasing power

4. Which is NOT a requirement for effective market segmentation?

a) Significant in size and purchasing power

b) Profitable

c) Consistent with the firm's marketing capabilities

d) Identical consumer preferences

5. What is geographic segmentation based on?

a) Consumer lifestyles and values

b) Consumer locations

c) Consumer income levels

d) Consumer brand loyalty

6. Which geographic segmentation type focuses on the number of residents in a specific area?

a) Market size

b) Market density

c) Climate

d) Region

7. How does climate affect geographic segmentation?

a) It determines consumer income levels.

b) It influences consumer needs based on weather patterns.

c) It standardizes product preferences across regions.

d) It restricts market density.

8. Which demographic variable includes segments like Millennials and Baby Boomers?

a) Gender

b) Age

c) Ethnicity

d) Income

9. Which demographic variable considers family formation and household composition?

a) Income and expenditure

b) Life cycle stages and household type

c) Ethnicity

d) Gender

10. How does income influence demographic segmentation?

    a) Higher income leads to more spending on food.

    b) Higher income leads to more spending on recreation and education.

    c) Income has no impact on consumer preferences.

    d) Low income increases spending on luxury goods.

11. What is psychographic segmentation based on?

    a) Consumer locations and climate

    b) Consumer values and lifestyle factors

    c) Consumer purchasing power

    d) Consumer age and gender

12. How does psychographic segmentation complement other segmentation types?

    a) It replaces demographic segmentation.

    b) It provides insights into consumer values and lifestyles.

    c) It focuses solely on geographic data.

    d) It eliminates the need for behavioral data.

13. What does behavioral segmentation focus on?

    a) Consumer demographics like age and gender

    b) Consumer behaviors like benefits sought and brand loyalty

    c) Consumer locations and market density

    d) Consumer income and expenditure patterns

14. Which behavioral segmentation form classifies consumers as heavy, moderate, or light users?

    a) Benefits sought

    b) Usage rates

    c) Brand loyalty

    d) Market density

15. What is an example of brand loyalty in behavioral segmentation?

    a) Consumers choosing products based on price

    b) American Airlines rewarding frequent flyers with free travel

    c) Consumers seeking a child-free resort experience

    d) Consumers living in urban areas

16. What is the main advantage of undifferentiated marketing?

    a) Targets multiple segments with different marketing mixes

    b) Provides production efficiencies

    c) Increases promotion costs

    d) Focuses on niche markets

17. What is a disadvantage of differentiated marketing?

    a) Lower customer satisfaction

    b) Higher production and promotion costs

    c) Vulnerability to niche competitors

    d) Limited revenue potential

18. What is another name for concentrated marketing?

    a) Mass marketing

    b) Niche marketing

    c) Demographic marketing

    d) Geographic marketing

19. What does a positioning map illustrate?

    a) Consumer purchasing power

    b) Consumer perceptions of competing products

    c) Consumer geographic locations

    d) Consumer income levels

20. Which positioning strategy highlights specific product features?

    a) Value

    b) Product attributes

    c) Competitive

    d) Product use or application