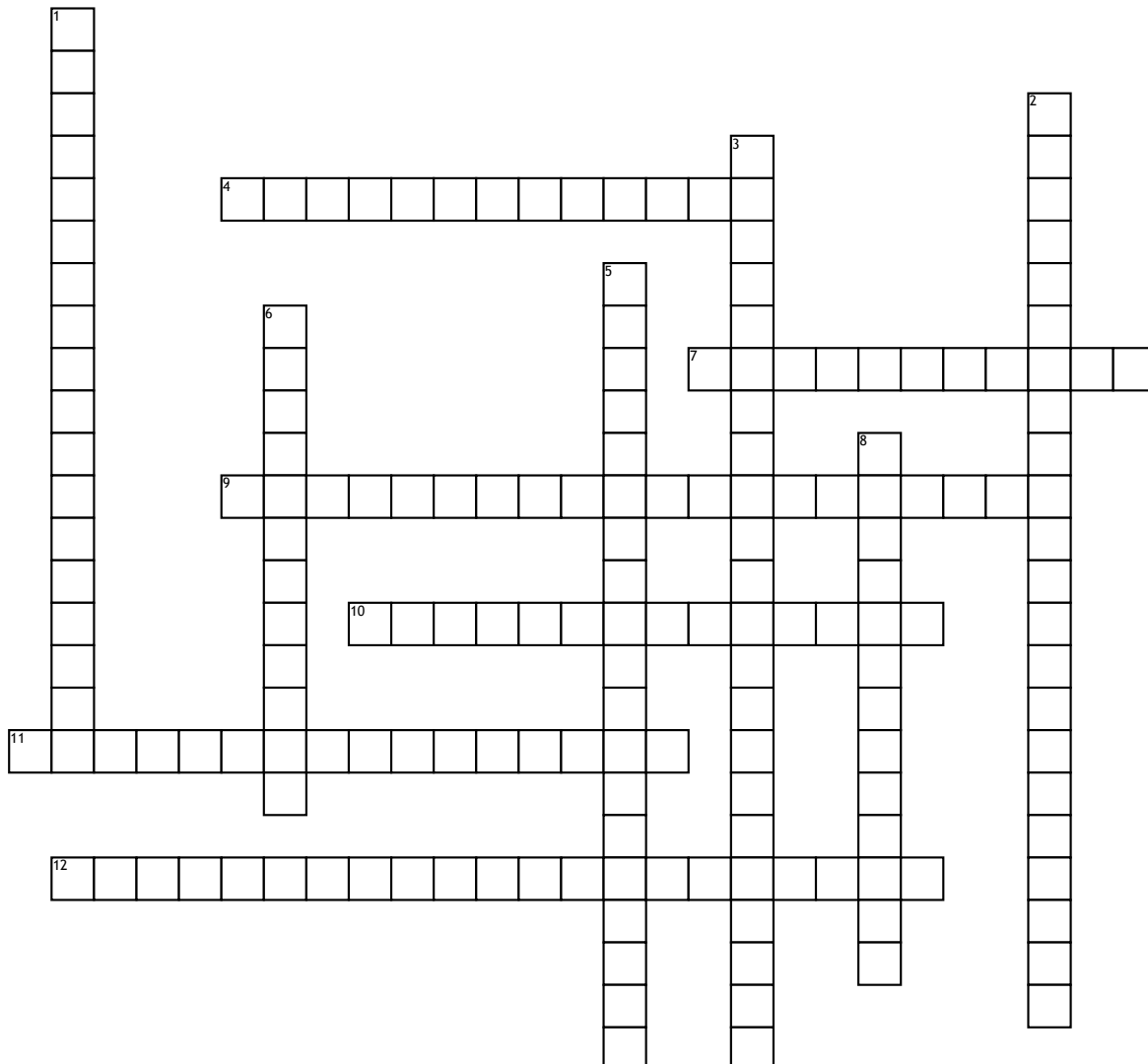


Name: _____

Date: _____

Chapter 5



Across

4. Diverse needs of product in the product class

7. Customers in total market with similar needs

9. Study aggregate population characteristics

10. Designing a promotional message that communicates the benefits desired by a single specific segment

11. Sending the same promotional message to everyone

12. Organizations used to divide a market into segments

Down

1. Dividing markets into groups with similar products

2. Firms can divide markets according to consumer behavior

3. Can be used by itself or in combination with other types of segmentation variables

5. Division of a market according to benefits that consumers want from the product

6. Designing more than one promotional message, with each communicating different benefits

8. Organizations sharing characteristics