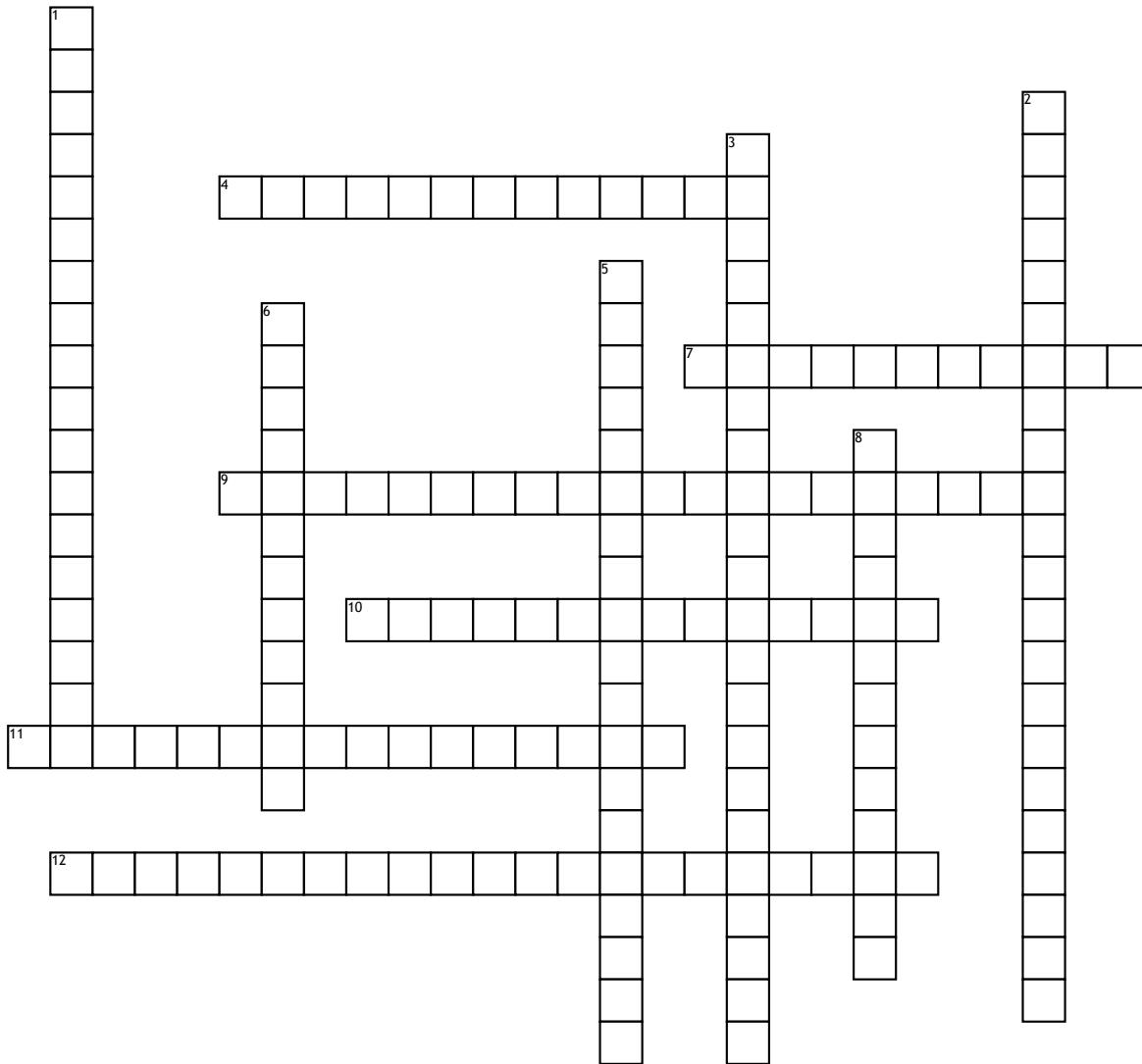


# Chapter 5



## 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