**Retail**

**Unit 2: Target Marketing and Segmentation.**

Directions: Identify two types of clothing stores at a mall or store in your area. Choose one store where you shop regularly. Choose another store where your parents or grandparents might shop. Think carefully and answer the questions below about each store:

* Demographics: What demographic segment is this store trying to reach?
* Psychographics: What type of psychographic segment is this store trying to reach?
* Geographics: How do geographics affect the selection of merchandise?
* Behavioral: Do you think the store’s marketers considered purchase occasion, product benefits, or usage level and commitment in choosing merchandise? Explain.

Store 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demographics

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Psychographics

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Geographics

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Behavioral

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Store 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Demographics

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Psychographics

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Geographics

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Behavioral

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