

# Consumer Market Segmentation Checklist

## Target Market Segment Classification Criteria

This section lists the classification criteria that MJH Group believes is appropriate to segment the Australian consumer market.

To build a basic profile of your target market, MJH group suggests highlighting the segment classifications that are the most suitable for your product or service.

## Purchase Intention

Describes the actions of the purchaser

- Women purchasing for self
- Women purchasing for themselves & partner
- Women purchasing for their partner
- Women purchasing for their family
- Women purchasing as a gift
- Men purchasing for self
- Men purchasing for themselves & partner
- Men purchasing for their partner
- Men purchasing for their family
- Men purchasing as a gift

## Product

- Purchase by product benefit
  - List the benefits of your product
- Purchase by product attribute
  - List the attributes of your product

## Weekly Grocery Spend (Retail Price)

- \$0 - \$50
- \$50 - \$100
- \$100 - \$150
- \$150 - \$200
- \$200+

## Purchase Frequency

- Of grocery product
  - 1 shop per fortnight
  - 1 shop per week
  - 2 shops per week
  - 3 or more shops per week
- Of your product
  - List appropriate purchase frequencies for your product
- Of fashion products
  - 1 shop per quarter
  - 1 shop per month
  - 1 shop per fortnight

- 1 shop per week
- 2 shops per week
- 3 or more shops per week

### **Distribution Chanel/Retailer**

- Major Retail Chain
- Independent Retail Chain
- Independent Store
- Direct (wholesale)
- Online (e-tail)
- Via broker

### **Age of purchaser**

- 2-8
- 8-14
- 14-17
- 18-24
- 25-34
- 35-49
- 50+

### **Age of user**

- 0-2
- 2-8
- 8-14
- 14-17
- 18-24
- 25-34
- 35-49
- 50+

### **Socio-Economic**

- Upper Quintile
- Middle Quintile
- Lower Quintile

### **Level of Debt**

- Under \$10k
- Under \$50k
- Under \$100k
- Under \$250k
- Under \$500k
- Under \$750k
- Under \$1m
- Under \$1.5m
- Over \$1.5m

### **Home Ownership**

- Own Outright

- Mortgage over 50%
- Mortgage under 50%
- Renting
- Live with Parents
- Live with Relatives

### **Investment Property Ownership**

- Own Outright
- Mortgage over 50%
- Mortgage under 50%
- No Investment Property

### **Investment Portfolio**

- Property
- Shares
- Managed Funds
- Superannuation
- Businesses

### **Work Status**

- Full time
- Part time
- Not working
- Unemployed

### **Geographic**

- City
- Inner Suburban (10-12 km)
- Established Outer Suburban
- Growth Corridors (Pakenham etc)
- Regional City (Future use)
- Regional Country (Future use)

### **Ethnicity**

- Indian (India, Pakistan, Sri Lanka)
- Asian (China, Hong Kong, Vietnam, Malaysia, Thailand)
- Japanese (Japan, Korea)
- Middle Eastern (Saudi Arabia, Lebanon, Iran, Iraq, United Arab Emirates)
- European (Italy, Spain, Greece)
- Anglo (Australia, UK, USA)
- Other

### **Religion**

- Christianity – Anglican, Catholics, Other
- Greek Orthodox
- Judaism
- Islam (Muslims)
- Hindi

- Buddhism

### **Social Class**

- Upper class
- Upper middle
- Lower middle
- Upper lower
- Lower

### **Family Life Cycle**

- Bachelor stage – young singles
- Young married couples without children
- Full nest – young married couples with children
- Divorce without dependent children
- Single parents
- Full nest – married with older children
- Empty nest working
- Empty nest retired
- Older single working
- Older single retired

### **Market Type**

- Mass
- Niche

## **More Information?**

### **MJH Group are the outsourced marketing specialists!**

For more information on Marketing Strategy, Outsourcing your Marketing Management or our Customer Understanding programs, please contact MJH Group on 03 9428 1315 or email us at [enquiries@mjhgroup.com.au](mailto:enquiries@mjhgroup.com.au)

We'll be happy to help!

## **About MJH Group**

MJH Group is about answers, road maps, clarity and direction.

It's time you had answers!

### **Our marketing programs and services answer your marketing questions and needs.**

MJH Group Marketing supports companies of all sizes who want to be more innovative and effective in their marketing. We provide marketing advice and expertise to develop strategic and tactical marketing programs.

### **Our customer understanding programs answer the questions that you have about your customers.**



MJH Group Customer Understanding assists companies who want to improve customer relationships and find opportunities for business growth in their customer and prospect base.

**Get experienced marketing resources working on your business for one or more days per month.**

For more information on MJH Group or our services, or to suggest a topic you would like covered in a future report, please contact us on 03 9428 1315 or [enquiries@mjhgroup.com.au](mailto:enquiries@mjhgroup.com.au) or visit our web site [www.mjhgroup.com.au](http://www.mjhgroup.com.au)

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