

Unit 4 Crossword Puzzle Solutions

Across

3. A method used for obtaining statistical information that counts every member of a population (**Census**)
6. Something a consumer would like to have (**Want**)
8. Something a consumer must have and cannot live without (**Need**)
9. The process of carving out a relatively tiny part of a market that has a special need not currently being filled (**Niche marketing**)
11. A form of segmentation performed by the dividing of markets into physical locations (**Geographic**)
12. Determined by what customers are willing to pay and production costs (**Price**)
13. Segmentation form which relies on grouping consumers on the basis of personality traits and lifestyle (**Psychographic**)
14. A specific group of consumers with a defining set of characteristics (**Target**)

Down

1. The fixing of a sports or entertainment entity in the minds of consumers in the target market (**Positioning**)
2. A marketer's plan for changing consumers' perceptions of a brand in comparison to competing brands (**Re-positioning**)
4. A marketing transaction in which the buyer provides something of value to the seller in return for goods and services that meet that buyer's needs or wants (**Exchange process**)
5. Information that provides descriptive classifications of consumers (**Demographic**)
7. A perceived value consumers receive from the product or service (**Benefits**)
10. Goods, services, or ideas used to satisfy consumer needs (**Product**)
12. The process of making the product available to the customer (**Place**)