

## Unit 4 Crossword



### **Across**

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

### **Down**

1. The fixing of a sports or entertainment entity in the minds of consumers in the target market
2. A marketer's plan for changing consumers' perceptions of a brand in comparison to competing brands
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
5. Information that provides descriptive classifications of consumers
7. A perceived value consumers receive from the product or service
10. Goods, services, or ideas used to satisfy consumer needs
12. The process of making the product available to the customer