Geographic segmentation Geographic segmentation calls for dividing the market into different geographical units such as regions, cities, or neighborhood.Many marketers believe that behavioral variables-occasions, benefits, user status, usage rate, loyalty status, buyer-readiness stage, and attitude are the best starting points for the construction of market segments.Identifying Market Segments and Targets for Marketing Strategy Plan of Coca-Cola Company in www.ijbmi.org 78 IPage 2.2.1.Coca-Cola has a countrywide network of product distribution but the company segments more in urban and suburban areas as compared to rural areas.Demographic segmentation In demographic segmentation, the market is divided into groups on the basis of variables such as age, family life cycle,, occupation, education, religion, race, generation, nationality, and social class.Another is that demographic variables are easier for Coca-Cola to measure because they can evaluate or conduct surveys for the demographic segmentation.Psychographic segmentation In psychographic segmentation, Coca Cola buyers are divided into different groups on the basis of lifestyle or personality or values.Behavioural segmentation In behavioral segmentation, Coca Cola buyers are divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product.The reason is that consumer wants, preferences, and usage rates are often associated with demographic variables.The main sector in which CocaCola Company targets is the youth because there is a much need of refreshment and energizers to cope up with their daily activities.Demographic variables are the most popular base of Coca-Cola Company for distinguishing their customer groups.2.2.2.2.2.2.3.2.3.1.2.3.2.2.4