those respondents who answered affirmatively to that question were retained for further analysis.

The questionnaire

The questionnaire asked the respondents to provide data on two kinds of variables: segmentation basis or needs variables and variables that could be used in describing or targeting the clusters using discriminant analysis.

Questions for determining segmentation-basis variables

**X1** Whenever new technologies emerge in my field, I am among the first to adopt them.

(1 = Strongly disagree......7 = Strongly agree)

How often do you use the following:

(1 = Never......7 = Always)

**X2**  
(a) Pager?

**X3**  
(b) Phone or voice mail?

**X4**  
(c) Scheduling or contact-management tools, i.e., filofax or similar devices?

**X5** How often do others send you time-sensitive information (e.g., work orders)?

(1 = Never......7 = Daily)

**X6** How often do you have to send time-sensitive information while away from your office?

(1 = Never ...... 7 = Daily)

**X7** How much of your time do you spend away from your office location?

(1 = 0 %......7 = 70% or more)

**X8** How important is wireless communication to you?

(1 = Not at all important.....7 = Very important)

**X9** How important is it for you to share information rapidly with colleagues while away from an office location?

(1 = Not at all important......7 = Very important)

How much would you be willing to pay for a personal digital assistant (PDA) with the following features: instant communication from PDA to PDA, cellular phone and pager, fax and e-mail, calendar, scheduler, calculator, address book, open system for customized applications, paperless note pad, and voice recognition?

**X10**  
(a) Monthly (for all services that you use)?

**X11**  
(b) Invoice price for the PDA device with all features?

Questions for determining variables for discriminant analysis

**Z1** Age
**Z2** Education (1 = High school, 2 = Some college, 3 = College, 4 = Graduate degree)

**Z3** Income

**Type of industry or occupation:**
(0 = No, 1 = Yes)

**Z4** Construction

**Z5** Emergency (fire, police, ambulance, etc.)

**Z6** Sales (insurance, pharmacy, etc.)

**Z7** Maintenance and service

**Z8** Professional (e.g., lawyer, consultant, etc.)

**Z9** Do you own a PDA?

**Media consumption (Readership of magazines):**
(0 = No, 1 = Yes)

**Z10** Businessweek

**Z11** PC Magazine

**Z12** Field & Stream

**Z13** Modern Gourmet

**EXERCISES**

1. Run only cluster analysis (without Discrimination) on the data to try to identify the number of distinct segments present in this market. Consider both the distances separating the segments and the characteristics of the resulting segments.

2. Identify and profile (name) the clusters that you select. Given the attributes of ConneCtor, which cluster would you target for your marketing campaign?

3. Go back to Set Up, check Discrimination, and rerun the analysis. How would you go about targeting the segment(s) you picked in question 2?

4. How has this analysis helped you to segment the market for ConneCtor?

5. What other analyses would you do to develop a marketing program for ConneCtor? Indicate both the type of data you would collect (if any) and the types of analyses you would conduct.