

MARKET SEGMENTATION: ONE METHOD, FOUR EXAMPLES



Case Study Series

Introduction

Companies segment their markets to improve their competitiveness and profitability in fundamental ways:

- By focusing product development, marketing, and service resources on segments with the most potential, companies literally can multiply their marketing and service efficiency.
- By developing products, services, and marketing messages that address those segments' specific needs, they can greatly improve their share of the most desirable business. At the same time, by focusing on the needs of the most desirable customers, companies can improve retention of those customers.

Very often, companies shape their market segmentation using the results of market research and analysis. Market segmentation research is not designed to shape the market. Rather, it reveals underlying divisions in the market and characteristics of the market segments that can be used for effective and profitable marketing.

At the very least, segmentation research places the steps companies take on a firm factual foundation. Often, it also uncovers characteristics of the market that are not obvious and identifies ways of dividing and approaching the market

that will be particularly effective. If these ways are not evident to competitors, the marketing impact of segmentation research can be even more beneficial.

At a more tactical level, market segmentation can make the choices a company faces in developing products, services, and marketing messages easier. Often, market segmentation shows that many conceivable combinations of interest in product features, combinations of service needs, or combinations of attitudes are actually very rare in the marketplace. As a result, there is no need for the company to be prepared to deal with these combinations.

Effective Segmentation

What makes a segmentation analysis valuable? Market segmentation research includes more "art" (although no less "science") than other types of market research. This is the case because analysis often turns up two or more different sets of segments, that is two or more different ways of dividing the market. For example, one analysis might subdivide a segment; another might not recognize that division.

In these circumstances, what counts is a segmentation scheme that the firm can implement to create real marketing advantages. Which scheme is best depends not just on which provides the best description of the market, but also on the

company's strengths and marketing goals:

- For example, a company that is relatively large in its market might view a segment constituting 10% of the market as too small to serve as the foundation for a marketing strategy, no matter how desirable that segment is. A smaller firm in the same market, however, might see pursuit of the same segment as an exceptionally fruitful strategy.

Thus, the best segmentation analysis is the one that is most useful.

Deciding what Data Inputs to Use: Prior to carrying out a segmentation study, a firm should carefully consider what data inputs to use to ensure that the different segments identified can be targeted for actual marketing. If segments cannot be targeted, the most descriptive segmentation scheme may not be very useful.

SOM: In our segmentation projects, we have used a neural network based method that allows a computer to "learn" the structure of the market. The specific type of network used is called a "Self-Organizing Map" or SOM. SOMs have important advantages over other more traditional segmentation techniques:

- SOMs show how many segments naturally exist in the market and how they are related to one another, rather than



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Alvin C. Burns, Ronald F. Bush



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A Concise Guide to Market Research Erik Mooi, Marko Sarstedt, 2011-02-01 This accessible practice oriented and compact text provides a hands on introduction to the principles of market research Using the market research process as a framework the authors explain how to collect and describe the necessary data and present the most important and frequently used quantitative analysis techniques such as ANOVA regression analysis factor analysis and cluster analysis An explanation is provided of the theoretical choices a market researcher has to make with regard to each technique as well as how these are translated into actions in IBM SPSS Statistics This includes a discussion of what the outputs mean and how they should be interpreted from a market research perspective Each chapter concludes with a case study that illustrates the process based on real world data A comprehensive web appendix includes additional analysis techniques datasets video files and case studies Several mobile tags in the text allow readers to quickly browse related web content using a mobile device [More](#)

[Guerrilla Marketing Research](#) Robert J. Kaden, Gerald Linda, Jay Conrad Levinson, 2009-09-03 More Guerrilla Marketing Research the follow up title to Guerrilla Marketing Research destroys the myth that only big companies can afford marketing research The new book focuses on why small and mid sized businesses can benefit from conducting focus groups and surveys and how they can do it by asking the right questions the right way and effectively using the answers to make more money Authored by Robert J Kaden Gerald Linda and Jay Conrad Levinson More Guerrilla Marketing Research includes new and updated material on setting research goals and objectives how to set a research budget secondary research qualitative research research into emotions customer satisfaction research and the future of marketing research This compelling book will take readers on a fascinating journey through one of the most misunderstood and under utilized marketing techniques The secrets unveiled and the tips offered will benefit the most sceptical business owner manager or entrepreneur [A](#)

Concise Guide to Market Research Marko Sarstedt, Erik Mooi, 2014-07-29 This accessible practice oriented and compact text provides a hands on introduction to market research Using the market research process as a framework it explains how to collect and describe data and presents the most important and frequently used quantitative analysis techniques such as ANOVA regression analysis factor analysis and cluster analysis The book describes the theoretical choices a market researcher has to make with regard to each technique discusses how these are converted into actions in IBM SPSS version 22 and how to interpret the output Each chapter concludes with a case study that illustrates the process using real world data A comprehensive Web appendix includes additional analysis techniques datasets video files and case studies Tags in the text allow readers to quickly access Web content with their mobile device The new edition features Stronger emphasis on the gathering and analysis of secondary data e g internet and social networking data New material on data description e g outlier detection and missing value analysis Improved use of educational elements such as learning objectives keywords self assessment tests case studies and much more Streamlined and simplified coverage of the data analysis techniques with more

rules of thumb Uses IBM SPSS version 22 *Market Research* Erik Mooi,Marko Sarstedt,Irma Mooi-Reci,2017-11-01 This book is an easily accessible and comprehensive guide which helps make sound statistical decisions perform analyses and interpret the results quickly using Stata It includes advanced coverage of ANOVA factor and cluster analyses in Stata as well as essential regression and descriptive statistics It is aimed at those wishing to know more about the process data management and most commonly used methods in market research using Stata The book offers readers an overview of the entire market research process from asking market research questions to collecting and analyzing data by means of quantitative methods It is engaging hands on and includes many practical examples tips and suggestions that help readers apply and interpret quantitative methods such as regression factor and cluster analysis These methods help researchers provide companies with useful insights **Marketing Research** W. Bruce Wrenn,Bruce Wrenn,David L. Loudon,Robert E. Stevens,2002 This text CD ROM for an introductory marketing research course shows how to design conduct and interpret market research offering step by step instructions explanations of complex issues such as the interpretation of statistics 16 case studies and practice cases Chapters cover research designs for management decision making secondary data primary data collection measurement designing the data gathering instrument sampling methods and sample size basic and advanced data analysis and the research report The CD ROM contains SPSS data for cases Wrenn teaches marketing at Indiana University c Book News Inc **Marketing Research Kit For Dummies** Michael Hyman,Jeremy Sierra,2010-03-05 The tools you need to identify obtain record and analyze data Sure access to data is faster and easier to obtain than ever before but how do you cut through the clutter of information to find what s most useful and organize it to suit your purposes Marketing Research Kit For Dummies supplies a brimming box of tools that help you mine mountains of data find the sources you need and focus your marketing plan Whether you re an entrepreneur a small business owner or a marketer in a large organization this powerful resource and companion CD provide you with hands on tools you need to identify obtain record and analyze secondary data electronic and print for developing or revising a marketing plan launching a new product or service or implementing long term strategic planning It also offers clear in depth instructions and customizable forms for conducting your own primary research Includes complete instructions for writing a research plan conducting depth interviews and focus groups Fully explains the process of sampling analyzing data and reporting results Features tips on developing questionnaires for face to face Internet and postal surveys Helps you keep an eye on your competition and analyze their results When money is tight and everything is on the line you need to make sure you ve done your homework You need Marketing Research Kit For Dummies Note CD ROM DVD and other supplementary materials are not included as part of eBook file *The Marketing Yellow Pages* Chris Vogl, **Strauss's Handbook of Business Information** Rita W. Moss,2004 This long awaited update covers business information according to available formats as well as specific topics within the area of business *Marketing Research* Alvin C. Burns,Ronald F. Bush,2004 **Demographics** Steven H.

Murdock,Chris Kelley,Jeffrey L. Jordan,Beverly Pecotte,Alvin Luedke,2015-12-03 Demographics has become a critical dimension of the work of many journalists business professionals and government analysts and managers Yet those who are not professional demographers often find locating and effectively using demographics difficult Written by leading authorities Demographics provides a single volume resource that is readily understandable by everyone It describes and demonstrates how students and working professionals can obtain use and communicate demographic information effectively Consisting of ten chapters organized into four sections on basic demographic concepts definitions and methods this book includes sources of demographic and economic data as well as explanations and examples of how to effectively and accurately use them

Essentials of Business Research Methods Joe Hair Jr.,Michael Page,Niek Brunsveld,Adam Merkle,Natalie Cleton,2023-07-31 Essentials of Business Research Methods provides an accessible and comprehensive introduction to research methods and analytical techniques for business students The authors offer a straightforward hands on approach to the vital managerial process of gathering and using data to make relevant and timely business decisions Covering both qualitative and quantitative analysis the book explores critical topics including ethics in business research privacy matters data analytics customer relationship management how to conduct information gathering activities more effectively in a rapidly changing business environment and more This fifth edition has been fully updated throughout covering emerging technologies such as machine learning and blockchain technology as well as expanded coverage of secondary data using examples from around the world A realistic continuing case used throughout the book applied research examples and ethical dilemma mini cases enable upper level undergraduate and postgraduate students to see how business research information is used in the real world This comprehensive textbook is supported by a range of online resources including an instructor s manual PowerPoint slides and a test bank

The Research Experience Ann Sloan Devlin,2020-07-30 The Research Experience Planning Conducting and Reporting Research Second Edition is the complete guide to the behavioral science research process The book covers theoretical research foundations guiding students through each step of a research project with practical instruction and help The latest technological tools such as SurveyMonkey Qualtrics and Amazon Mechanical Turk are included to show the increasing influence of the Internet to conduct studies and how research is conducted in the world today Taking students through the process from generating ideas for research to writing and presenting findings helps them absorb and apply the material With its practical emphasis and supporting pedagogy students will be able to successfully design and execute a research project Included with this title The password protected Instructor Resource Site formally known as SAGE Edge offers access to all text specific resources including a test bank and editable chapter specific PowerPoint slides

Strategic Planning For Dummies Erica Olsen,2011-03-03 If you re starting a new business or planning your business s future there are plenty of things you should take into account Strategic Planning For Dummies covers everything you need to know to develop a plan for building and maintaining a competitive advantage no matter what

business you're in Written by Erica Olsen founder and President of a business development firm that helps entrepreneurial minded businesses plan for a successful future this handy guide covers all the basics including How a strategic plan is different than a business plan Establishing a step based planning process Planning for and encouraging growth Taking a long view of your organization Evaluating past performance Defining and refining your mission values and vision Sizing up your current situation Examining your industry landscape Setting your strategic priorities Planning for unknown contingencies If you're in business you have to plan for everything especially if you intend your business to grow Whether you're planning for a small business large conglomerate nonprofit or even a government agency this book has the planning specifics you need for your organization Step by step you'll learn how to lay the foundations for a plan understand how your plan will affect your business form planning teams discover what your strengths are see where you are and finally plan where you're going And there's much more Learn to analyze business trends that will determine your business's future Set measurable realistic goals that you can plan for and achieve Make strategic planning a habitual part of the organization Prioritize multiple strategies that you can implement simultaneously Set a defining vision for the organization that guides all your planning and strategy This friendly simple guide puts the power of strategic planning in the palm of your hand For small businesses that can't afford to hire strategic planning consultants it's even more imperative Careful constant planning is the only way to handle an uncertain business future With this book you'll have all the step by step guidance you need to ensure you're ready for anything that comes

GreenBook, 2005 *The Market Research Toolbox* Edward F. McQuarrie, 2012 An ideal resource for those who want to conduct market research but have little experience in doing so this book describes how each technique works along with its costs and uses tips for success when and how to use certain techniques and precautions to take while using them

Basic Marketing Research Alvin C. Burns, Ronald F. Bush, 2008 This book is targeted for those who need to learn the marketing research process and basic data analysis techniques This is the first book on the market that offers a software add in XL Data Analyst designed specifically to use the power of Excel for marketing research applications XL Data Analyst also features data analysis output that is exceptionally easy to understand and in professional table report ready format All marketing research concepts are presented simply and intuitively

KEY TOPICS 11 Step marketing research process the industry ethical issues global applications Basic descriptive statistics confidence intervals and hypothesis testing differences tests through one way ANOVA cross tabulation Chi square Pearson Correlation and simple and multiple regression are all comprehensively covered This is the ideal book for those who wish to teach basic marketing research to undergraduate students without learning cumbersome statistical analysis software but who have access to Excel The XL Data Analysis Add in is easy to master and use and performs analyses such as tests of proportions and hypothesis tests for percentages not typically available on standard statistical analysis software

Hands-On Social Marketing Nedra Kline Weinreich, 1999-06-14 This book demystifies the process of developing and implementing a social marketing campaign The

author translates the concepts of marketing into a clear step by step process that almost anyone can follow It will be indispensable to practitioners in the fields of public health social services and health care communications Web Marketing For Dummies Jan Zimmerman,2011-12-09 Get the latest tools and trends in web marketing with this new edition of a bestseller The rapidly changing landscape of web marketing requires those in the field to quickly adopt new technologies as they emerge This updated edition provides the basics that every web marketer needs to know including how to create web properties exploit search engine optimization SEO and create effective e mail campaigns This new edition offers a broad revision in order for the content to catch up to the latest tools and trends in web marketing This fun but straightforward guide explores trends in search engine mobile location based and consumer site marketing and examines ways to maximize success by analyzing results avoiding legal issues and keeping everything fresh and exciting Reflects current marketing trends Explores social media and mobile marketing and offers insight into creating an effective landing page and retaining customers Guides you through creating a marketing plan adjusting already existing marketing materials for the web and building an online presence Details ways to maximize the potential of SEO e mail campaigns online advertising blogging e commerce tools and more Provides valuable advice for avoiding common mistakes and ways to liven up web marketing plans Web Marketing For Dummies 3rd Edition has expanded its coverage so you can expand your web marketing reach **Job Hunter's Sourcebook** Bohdan Romaniuk,2008-06 Where to Find Employment Leads and Other Job Search Resources

Doing Business in the United States Anatoly Zhuplev,Matthew Stefl,Andrew Rohm,2018-05-08 This book serves as a concise guide for businesses seeking to enter the U S market from an international perspective The book examines how the United States is positioned in the global marketplace the potential for businesses entering the U S market and marketing trends and applications with an emphasis on small to medium sized enterprise SME market expansion Chalked full of success stories readers will develop an understanding of American markets and the American consumer marketing mix considerations brand building and activation tools and strategies approaches to developing a strong and differentiated brand for U S market entry and analytics tools and methods for assessing marketing entry performance

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