

Original Research Paper

Customer segmentation based on 'benefit sought approach': Case of Sehat shampoo in Iranian market

Accepted Date 31 May, 2013

**Masoud Birjandi*¹,
Mohammad Reza
Hamidizadeh¹
and
Hamid Birjandi²**

¹Department of commercial management, Shahid Beheshti University, Tehran, Iran.

¹Department of commercial management, Shahid Beheshti University, Tehran, Iran.

²Department of accounting, Fasa Branch, Islamic Azad University, Fasa, Iran.

*Corresponding author

Email: H.birjandi63@gmail.com
Tel: +989179308625

Nowadays, one of the approaches used for market segmentation, is "benefit sought approach". This approach focuses on those types of benefits that consumers seek for in buying products. Therefore, this research is a study of shampoo market that is segmented on the basis of benefits of Shiraz city consumers. A survey method was used in this descriptive research. Statistical population includes all of the Sehat shampoo consumers at Shiraz city with a sample that includes 300 consumers in 5 geographical zones of the city (north-south-center-east-west). The tool of this research is questionnaire with the scale of five degree Likert. Model of research was evaluated by 16 variables that are analyzed in 3 steps. First, number of variables decreased by means of factor analysis. Then 6 variables were extracted and considered as the input variables of cluster analysis K-means algorithm. After cluster analysis process, the market was divided into 5 segments on the basis of benefits of consumers. After identification of segments, the hypothesizes test was operated. The results of statistical tests indicated the presence of a meaningful relation between variables "married status, family size, education, job, income, consumption, loyalty" and benefit sought of purchasing that has been introduced in the form of market segments. This study rejects hypothesizes of gender and age effect on selecting and purchasing the shampoo.

Key words: Market segmentation, benefit sought approach, sehat shampoo

INTRODUCTION

Nowadays, due to current competitive market, the undeniable fact of identifying and evaluating the market in order to provide companies with solutions for improving the profitability of their products reveals the necessity of market research and marketing. One of the tenets governing the current competitive market is to follow the customer-oriented principles.

Target production is the name chosen for the current situation of the market. So many companies have quit the mass marketing approach in favor of the target marketing approach. This approach (target marketing approach) divides the market into different segments and then chooses the best parts according to the capability of the company in providing the segments with the best services possible among their competitors in order to achieve a competitive advantage. Since there is no stable basis for

companies to segment their market, many variables are used in the process of market segmentation. Therefore, companies may use a single variable or a combination of variables to segment their markets. The central idea of marketing is to match the needs and wants of customers (the demand side of the equation) to companies' competences (the supply side) in such a way as to accomplish the goals of both parties (Mc Donald and Dunbar, 2004). But this is not an easy task. Companies usually cannot appeal to all buyers because they are too numerous and too varied in their needs and wants (Kotler, 2002). Additionally, no companies are able to serve all buyers in the market because of limits on the skills and resources to execute all activities associated with producing and delivering the demanded products. To match the demand and the supply sides, at least two strategies are

needed. First, a company must share its competences with other companies, forming that system of upstream and downstream linkages that constitutes a supply chain (Christopher, 1992). Secondly, since the demand is not homogeneous (Kotler, 1997; Wind, 1978), supply chains cannot appeal to all buyers in the same way, which forces suppliers to follow some strategy for market segmentation (McDonald and Dunbar, 2004). In this regard, current marketing practice recommends that organizations first investigate the customer needs, then segment customers in groups with similar needs, and finally target them with differentiated products and services (Day, 1990; Kumar et al., 2000).

The important issue in this study is to identify benefits that are beneficial to consumers when buying shampoo.

The research objectives

Identify the difference between consumers' behavior in market segmentation based on benefit sought approach

Identify the consumer's behavioral characteristics based on benefit sought approach

Identify the consumer's personal characteristics based on benefit sought approach

Provide guidelines for developing effective strategies of segmentation

Literature Review

Market segmentation is one of the most important ways to develop successful marketing strategy (Kotler, 1997). Supply-chain strategies can be developed within a range of possibilities from treating consumers as being entirely homogeneous to treating them as individuals. The first of those strategies is known as mass marketing, where the seller mass-produces and mass-distributes one product and attempts to attract all kinds of buyers (Kotler, 1999). At the opposite end of the continuum, mass customization precludes personalization of some components of the marketing mix to each member of the market (Lampel and Mintzberg, 1996; Wedel and Kamakura, 2002). Neither of these polar-opposite strategies will typically be very successful, given the diversity of customers' demand in the case of mass marketing (Walley et al., 2000) and the costs involved in the customization strategy. In practice, segmentation schemes fall between these two extremes (Kotler, 1997). Segmenting the market implies distinguishing different segments, and selecting one or more of them on which to focus. The key requirement is to develop product and marketing mixes tailored to the needs of each target market. Market segmentation and targeting have been shown to improve the sellers' capacity to identify market opportunities, and to make clear adjustments to their product, prices, distribution channels and promotional mixes (Kotler, 1999; Wind, 1978). A review of current literature on consumer market segmentation

indicates two major approaches (Day, 1990; Frank et al., 1972; Kotler, 2002; Wind, 1978). One is a priority scheme based on "macro-segments" such as geographic location or socio-economic status. This basis for segmentation derives from microeconomic theory (Wedel, 1990) and is outcome-oriented. Its main goal is to describe the differences in choice behaviour between segments. It has been widely used because it can facilitate management decision making (Rao and Wang, 1995). For example, demographic data can assist in the targeting of a specific group of potential customers, such as children, adults or the elderly. The most influential argument for adopting this type of approach has been its conceptual simplicity (Day, 1990). However, it relies on descriptive factors rather than causal (Haley, 1968), which results in lack of predictability with respect to purchasing behaviour (Day, 1990; Frank et al., 1972). The second of the two major approaches identified in the literature is a cluster-derived segmentation strategy, originating in the behaviour-oriented school of thought (Day, 1990). Its ultimate objective is to define groups with a homogeneous response to marketing stimuli (Frank et al., 1972). Central to this approach is the understanding of segment differences on the basis of behavioural theory (Wedel, 1990). Generally speaking, while it has the advantage of being superior in terms of ability to identify gaps in the market, it has been shown to be relatively more difficult to apply (Datta, 1996) and less effective in providing clues for strategic decision making (Robertson and Barich, 1992). Although other approaches to segmentation have been proposed (such as "flexible" and "componential": see Wind, 1978), the a priori and cluster-based variants have been the standard (Rao and Wang, 1995). They have implications for the bases used to identify segments. Table I outlines the major variables used in segmenting consumer markets in these ways and shows that the bases on which a priori segmentation is based are observable and can be measured objectively, while those used for a clustering-derived approach have to be inferred (Frank et al., 1972). The effectiveness of market segment identification is crucial in creating value for consumers and competitive advantages for supply-chain members (Porter, 1985; Kotler, 1997). In this regard, the marketing segmentation literature emphasizes that the usefulness of market segments is dependent on six key criteria (Day, 1990; Kotler, 2002; Wedel, 1990). These include measurability which defines the degree to which the size, purchasing power and profits of a market segment can be identified. Accessibility assesses the degree to which a market segment can be reached and served by promotional or distributional efforts. Substantiality is a judgment of whether or not a segment is large enough to warrant the cost of a targeted market programme. Responsiveness defines the degree to which a market segment is sufficiently distinct to constitute a viable gap in the market. Stability is a judgment of the extent to which a market segment is durable enough to justify the investments in targeted

Table 1:Consumer market segmentation basis

A priori bases	Clustering bases
Geographic: region, county size, density, climate, nationality	Psychographics: life style, personality
Demographic: age, gender, family size, race	Behavioral: importance of benefits, attitudes, preferences, intentions, perceptions
Cultural: religion, language	
Socio-economic: income, occupation, education, social class	
Product specific : user status, usage frequency, brand loyalty, usage situation	

Table 2: Distribution of samples in Shiraz

Geographical areas in shiraz	Selected samples from each region	Total number of samples
North	60	300 Person
South	60	
Center	60	
East	60	
West	60	

marketing programmes. Finally, actionability defines the scope for strategic options that are capable of attracting and serving the segment. All segmentation bases have their own advantages and drawbacks. However, behavioural variables (Table 2) are assumed to have an advantage over the other types of bases such as responsiveness and actionability (Wedel, 1990). In particular, the benefits that potential customers seek have been one of the most-used segmentation bases in both consumer and industrial markets (Day, 1990; Wedel and Kamakura, 1998; Wind, 1978). Haley (1968) argued that benefits are the basic reasons for the existence of true market segments. Day (1990) emphasized the importance of benefits because they can satisfy all requirements for an effective segmentation base. Means-end chain theory (Gutman, 1982; Reynolds et al., 1995) suggests that product features and attributes are the means by which a consumer is able to achieve the desired benefits. Both features and benefits sought are goals hierarchically organized in such a way that the more abstract – the benefits – provide the motives for striving for the less abstract – the features (Huffman et al., 2000; Pieters et al., 1995). Therefore, feature preferences are likely to be highly influenced by the relevant benefits sought by the consumer. For example, when buying a car, someone's preferences for particular features such as medium-size, 16-valve engine, and for a particular brand, are shaped by the benefits, such as fuel economy, speed or attractiveness that the individual is seeking. Hence, benefits determine "what" features or attributes a product should possess (Barsalou, 1991; Ratneshwar et al., 1996). Although the reasoning just presented is straightforward, and numerous studies have linked benefits to features (Bagozzi and Dholakia, 1999; Barsalou, 1991; Ratneshwar et al., 1996; Sheth et al., 1991), it is expected that potential

customers with similar demands in terms of benefits may look for different features (McDonald and Dunbar, 2004). In this sense, they may pursue satisfaction by trading off the features of the product itself against the circumstances of the environment in which the purchasing decision has to be made. Therefore, knowing how customers get from "what they get that they explicitly need" (benefits) to "what it is, consists of, or is made from" (features), or vice-versa, will be worthwhile in providing insights into the required marketing mix, and the processes and competences needed to produce and deliver these requirements. Thus, we suggest that the advantage of looking at benefits and features sequentially is that in ensuring effective delivery of customer needs via product features.

There are many factors which can be responsible for market segmentation whether traditional, modern or new. Amandeep (2012) reveals in his study that earlier demographic factors were considered as best basis of segmentation but they are no longer effective for segmentation in FMCG sector. An investigation of 500 consumers' purchase routine and their demographic attributes are found non-associated in this study. This study shows that purchasing of FMCG products specially personal care products is indifferent of age and educational level. But there is an effect of gender and educated and non-educated consumers on the purchase routine of personal care products. This means there is a need for developing more effecting marketing segmentation basis. This study is related to only one industry and may not be applicable to others. But it is rightly proved that demographic bases which are considered as most effective attributes that influence the purchase of consumer are not powerful enough in today's life. Wells, Chang, and Oliveira (2010) in their study present an idea that benefits sought are

more powerful bases of brand choice. They also reveal the idea that demographic attributes are not very effective in case of brand choice and in price selection. The demographic variables of interest were age, gender, household size, occupation, education and level of income. Results of this study shows the demographic influence on choice of retail outlet is partial with household size, education and income having a significant effect on the choice of retail outlet selected. This study shows, that some of the demographical factors like education, income and household size affect the choice of retail outlet and definitely the choice of brands also (Salma Mirza, 2010). In a different way, Kamineni (2009) presents the idea that demographic base has failed to effectively segment complex market and that only psychographic is not sufficient to segment today's complex market in which consumers have a different type of ideology. This study gives an idea about new basis of segmentation that can be applicable with the help of Enneagram that is an ancient technique of personality indicator. This technique has a combination of psyche and spirituality of personality. This study gave a different idea about segmentation which is not in practice but can be proved very useful. Michel (2002), in his editorial article states that market segmentation has now become a necessity of marketers. One-to-one marketing is not feasible because it needs great amount of money and efforts that directly affect the profit of the company. This article stresses an understanding of the dynamic nature of preferences and market segment composition as essential for strategies focused on the evolution rather than the proliferation of products and businesses. Amandeep (2010) in his study highlights the need of using a new theoretical foundation of market segmentation which will help the FMCG companies to segment the market in competition oriented marketing to gain fruitful results. This research paper proposes 5 golden rule of market segmentation which are:

There are "No Rules": Getting it right isn't simple at all. But never copy. Each successful segmentation.

process is different, unique, and unrepeatable. The "me too" attitude leads to failure. Originality could possibly break a market open.

"Reducing" a market? Sometimes it's about expanding it. Some of the most successful marketing plans have chosen a larger market by "expanding" their segmentation, not only reducing it.

The "Value" of the segment: The best segments must have Potential, Lifespan, Accessibility, and Profitability. The key is identifying which segments provide value in terms of potential, lifespan, accessibility and profitability; because a sales strategy's effectiveness increases according to our capacity to size segments, identify them, and dissect them.

It must be "Different": Each company requires a different Market Segmentation. Being original and efficient with segmentation is the key to the amount of success

achieved. We create new and personalized ways of segmenting, creating Hybrid models that are easy to interpret and explain (causes, value, behavioral, psychographic, demographic, and attitudinal) in order to obtain the most useful results from each sectorial situation and each company.

Choosing "The Axes" properly: Time segmentation and spending causes, demographic but with attitudinal axes, and Psychographic but with a behavioral aspect? Surely there is an answer, but to find it we must investigate, test, and challenge the market.

Higgs, Bronwyn, Ringer and Allison (2007) in their study discusses about the different segmentation basis and shows that a number of specialized segmentation approaches are emerged in the changing environment. The author suggests some of the following specialized method of market segmentation:

Finer and Hyper-segmentation

Progressive Profiling

Addressable marketing method .

Finer segmentation defined as a more precise way to segment markets into narrow clusters. Progressive profiling involves incremental data collection across sessions and interaction points typically online. Addressable marketing exploits the potential of digital communications devices to gather information about online behaviors including site visitation, site engagement, and content involvement and advertising exposure. However different basis of market segmentation has their importance in different market but in today's competing market only traditional basis as demographic, geographic, psychographic and behavioral are not enough. Other factors as benefit sought and ethnocentric approach are also playing their role to segment the consumer market.

Russell (1968) proves that most techniques of market segmentation rely only on descriptive factors pertaining to purchasers and are not efficient predictors of future buyer behavior. The author proposes an approach whereby market segments are delineated first on the basis of factors with a causal relationship to future purchase behavior. The belief underlying this segmentation strategy is that the benefits which people are seeking in consuming a given product are the basic reasons for the existence of true market segments.

Research variables

Dependent variable

The consumer's benefits (benefits that consumers are seeking for)

Independent variables

personal characteristics of consumers (age, marital status, education, occupation, gender, family income, and family

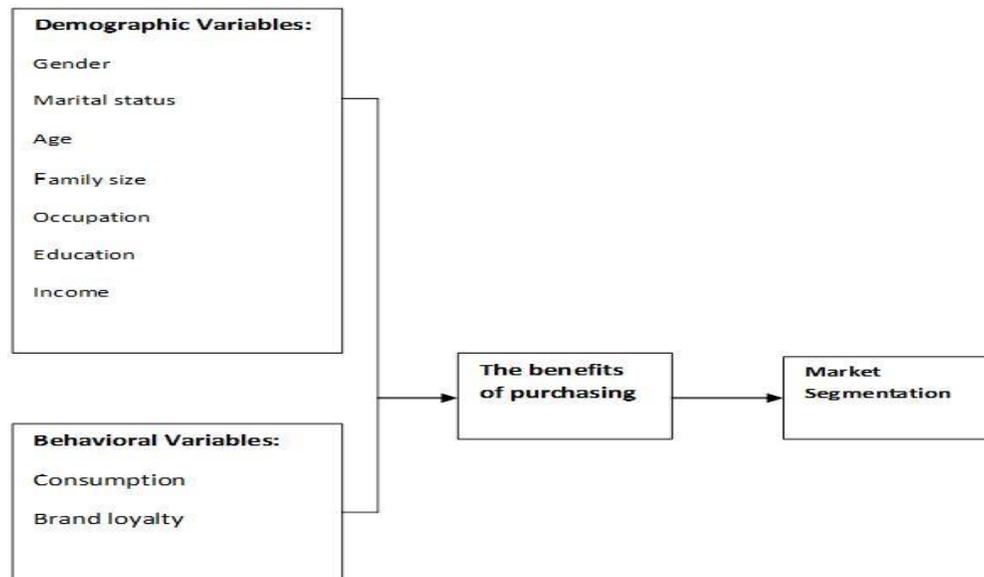


Figure 1: Conceptual model of market segmentation

size) and behavioral characteristics of consumers (consumption, brand loyalty)

Research hypotheses

Research hypotheses are extracted based on Market segmentation conceptual model that is shown in Figure 1. Hypotheses are:

The main hypothesis

There are significant differences between the behavior of consumers in different market segments based on benefits.

Subsidiary hypotheses:

H1: There is a significant relationship between the demographic characteristics of consumers (age, marital status, education, occupation, gender, family income, and family size) and benefit sought of purchasing.

H2: There is a significant relationship between the behavioral characteristics of consumers (consumption, brand loyalty) and benefit sought of purchasing

METHODOLOGY

The major data collection tool was a questionnaire. This questionnaire was designed according to the hypotheses. Internet and library resources were also used for collecting data and the theoretical framework. How were they used? How was the questionnaire designed and administered?

Techniques of data analysis

Descriptive and inferential statistical methods were used in

this study. At the first step all demographic variables (Frequency, percentage, mean, standard deviation and coefficient of variation,) were reviewed based on descriptive statistics. Friedman test was used to prioritize the benefits. Then factor analysis and cluster analysis K-Means was used for market segmentation. This study took advantage of independent chi-square, ANOVA and Kruskal-Wallis tests for testing hypotheses.

Sample selection

In this study, stratified random sampling method was used for sample selection. Therefore, Shiraz was divided into five regions (North - South - East - West - Center). Several large supermarkets were randomly selected from each region, so that it was rest assured that all kinds of Sehat shampoo consumers were asked.

RESULTS AND DISCUSSION

Benefit based segments

In order to examine whether benefit based segments exist, we conducted a preliminary factor analysis followed by a cluster analysis. Initially, principal component factor analysis and varimax rotation were employed to identify underlying dimensions of the 16 benefit items. The 16 items resulted in six factors with eigenvalues of 1.0 or higher, accounting for 61.295 percent of the total variance in benefits (Table.3). The benefits consisted of six factors: Hygiene, Medical, Beauty product, Hair beauty, Economic and Natural. Cluster analysis using the K-means method was conducted to determine whether consumers could be segmented into distinct groups based on benefit factors. The clustering was undertaken by way of minimizing

Table3: Results of factor analysis

Factors	Eigenvalues	Variance (percent)
Hygiene	1.977	12.356
Medical	1.807	11.291
Beauty product	1.733	10.828
Hair beauty	1.665	10.408
Economic	1.385	8.653
Natural	1.241	7.757
Sum		61.295

Table 4: Result of cluster analysis

Market segments	Number of persons in each Segment	Factor scores on each of the segments					
		Hygiene	Medical	Product beauty	Hair beauty	Economical	Natural
Segment 1	99	.41	.15	-.59	.19	-.64	.27
Segment 2	80	.45	.11	.96	.43	.45	-.17
Segment 3	44	-1.55	.02	.12	.33	.04	.66
Segment 4	41	.13	.07	-.13	-.57	.62	.28
Segment 5	36	-.38	-.38	.52	-.12	-.008	-1.50

similarity and redundancy among clusters and dividing respondents into clusters. As a result, a five –cluster solution emerged. Factor scores of the benefit factors sought by clusters are presented in Table 4. The five cluster solution was then validated using ANOVA, resulting in significant differences among five clusters in all benefit factors. These results support the notion that there are, indeed, benefit based segments that cut across consumers. Thus, H1 was supported. The segments are described below.

Segment 1: This segment accounted for 33 percent of the sample. This segment includes those who are the most susceptible to the factor 1 (Hygiene) and the factor 6 (Natural). Therefore, in addition to vitamins, this group of people is willing to choose a shampoo with the benefits of anti-hair of leprosy, the protein, the herbal and large amount of lather.

Segment 2: This segment accounted for 27 percent of the sample. This segment includes those who are the most susceptible to the factor 3 (Product beauty) and factor 1 (Hygiene). Therefore, in addition to vitamins, this group of people is willing to choose a shampoo with the benefits of anti-hair of leprosy, the protein, package beauty and color.

Segment 3: This segment accounted for 15 percent of the sample. This segment includes those who are the most susceptible to the factor 6 (Normal) and the factor 4 (Hair beauty). Therefore, in addition to softening, this group of people is willing to choose a shampoo with the benefits of softening, anti-dandruff, anti of hair loss, ROE mode, the herbal and large amount of lather.

Segment 4: This segment accounted for 13 percent of the

sample. This segment includes those who are the most susceptible to the factor 5 (Economical). Therefore, these peoples' need is a cheap shampoo.

Segment 5: This segment accounted for 12 percent of the sample. This segment includes those who are the most susceptible to the factor 2 (Medical) and the factor 6 (Natural). Therefore, in addition to cleaning power, this group of people is willing to choose a shampoo with the benefits of pleasant fragrance, anti-bacterial, herbal, and large amount of lather.

Results of segmentation

The implementation of cluster analysis on the extracted factor identified five different market segments with unique features for each.

Hypothesis testing

In the present study, the independent Chi-square, ANOVA and Kruskal-Wallis test is used in order to test hypotheses. The results showed in Table (5).

The first sub-hypothesis

There is no significant relationship between the gender and benefit sought of purchasing.

The results of independent chi – square test show no significant relationship between gender and benefit sought of purchasing. Therefore, based on consumer's benefits, gender is accounted as a dummy variable in shampoo

Table 5: Results of hypothesis testing

Variable	Type of test	The test statistic	Degrees of freedom	Significant level	Test result
Gender	Chi square	1.92	1	.166	Reject
Marital status	Chi square	8.33	1	.004	Confirmed
Age	ANOVA	.49	4	.73	Reject
Number of family members	Kruskal-Wallis	13.81	4	.008	Confirmed
Occupation	Chi square	1.09	4	.000	Confirmed
Education	Chi square	75.36	3	.000	Confirmed
Income	Chi square	60.6	5	.000	Confirmed
Consumption	Chi square	25.4	4	.000	Confirmed
loyalty	ANOVA	4.97	4	.001	Confirmed

market segmentation. So this variable will result in unimportant information that may cause confusion.

The second sub-hypothesis

There is a significant relationship between the marital status and benefit sought of purchasing. The results of independent chi - square test show a significant relationship between the marital status and benefit sought of purchasing. Therefore, shampoo makers should pay more attention to the marital status of segment's consumers when they're going to make decisions about the product mix.

The third sub-hypothesis

There is no significant relationship between the age and benefit sought of purchasing.

The results of ANOVA test show no significant relationship between the age and benefit sought of purchasing. Therefore, based on consumer's benefits, age is accounted as a dummy variable in shampoo market segmentation. So this variable will result in unimportant information that may leads us into confusion.

The fourth sub-hypothesis

There is a significant relationship between the number of the family members and benefit sought of purchasing.

The results of Kruskal - Wallis test show a significant relationship between the number of family members and benefit sought of purchasing. Therefore, shampoo makers should pay more attention to the process of identifying the needs and demands of the consumer's families in the regard of size and count it as an important factor when they're going to make decisions about the product mix.

The fifth sub-hypothesis

There is a significant relationship between the job and benefit sought of purchasing.

The results of independent chi - square test show a significant relationship between the job and benefit sought of purchasing. Since income and social prestige of consumers is based on their job, it's better for shampoo makers to pay more attention to consumer's job when they're going to make decisions about the product mix.

The sixth sub-hypothesis

There is a significant relationship between the education and benefit sought of purchasing.

The results of independent chi - square test show a significant relationship between the education and benefit sought of purchasing. Then shampoo makers should consider the fact that educated people in comparison of non-educated ones, are more aware of the advantages and disadvantages of shampoos and they will always be ready to choose another shampoo easily in the case of dissatisfaction.

The seventh sub-hypothesis

There is a significant relationship between the income and benefit sought of purchasing.

The results of independent chi - square test show a significant relationship between the education and benefit sought of purchasing. Therefore shampoo makers should identify price-sensitive segments in order to apply the lowest price possible for the product in the process of pricing.

The eighth sub-hypothesis

There is a significant relationship between the amount of consumption and benefit sought of purchasing.

The results of independent chi - square test show a significant relationship between the amount of consumption and benefit sought of purchasing. Therefore shampoo makers should design their marketing strategies and product mix based on this important variable so that

Table 6: Benefits prioritization

Benefits	Rating	Benefit	Rating
Cleaning Power	1	The Anti bacterial	9
Anti of hair loss	2	ROE mode	10
Anti dandruff	3	Pleasant fragrance	11
Softening effect	4	Shampoo Price	12
Anti hair enthusiast	5	Shampoo lather	13
The herbal	6	Shampoo Volume	14
The Protein	7	Beauty packaging	15
The vitamin	8	Shampoo Color	16

they will be able to produce specific products for families with high amount of shampoo consumption.

The nine sub-hypotheses

There is a significant relationship between the loyalty of consumers and benefit sought of purchasing.

The results of Kruskal - Wallis test show a significant relationship between the loyalty of consumers and benefit sought of purchasing. Therefore, shampoo makers should pay attention to their loyal consumers and appreciate this valuable loyalty by allocating special advantages for these kinds of consumers.

Benefits prioritization of consumers in buying the shampoo

Using the Friedman test, Benefits prioritization of consumers shows that shampoo color is accounted as the least important factor while cleaning power gains the most important rank amongst all. Therefore, shampoo companies should produce shampoo based on benefits that consumers seek for in various market segments. In the present study in order to prioritize benefits, Friedman test was used to target consumer's benefits. Friedman's test result is shown in the Table 6.

Conclusion

Based on the benefits sought approach, findings of this research introduced five different segments for Sehat shampoo market that each of which seek for different benefits of purchasing this shampoo. Also statistical test results indicate a significant relationship between each of these variables "Marital status, family size, education, occupation, income, consumption, loyalty" and benefit sought of purchasing that is presented in the form of market segments. In this study age and gender of consumers in choosing and buying this shampoo is not effective. According to Friedman's test, in the benefits prioritization of consumers, cleaning power of the shampoo gains the most important rank and color of the shampoo

gains the least important rank among all of the benefits.

REFERENCES

- Bagozzi RP, Dholakia U (1999). Goal-setting and goal-striving in consumer behavior. *J.Mark.* 63: 19-32.
- Barsalou L W (1991). Deriving categories to achieve goals, in Bower G H (Ed.). *The Psychology of Learning and Motivation: 27.* Academic Press. New York. NY. : 1-64.
- Christopher M (1992). *Logistics & Supply Chain Management.* Pitman Publishing. London.
- Datta Y (1996).Market segmentation: an integrated framework.j. *Long Range Planning.* 29 (6):797-811.
- Day GS (1990).*Market Driven Strategy: Processes for Creating Value.* Free Press. New York. NY.
- Frank R E, Massy W F,Wind Y(1972). *Market Segmentation.*Prentice-Hall. Englewood Cliffs. NJ.
- Gutman J (1982). A means-end chain model based on consumer categorization process. *J. Mark.* 46: 60-72.
- Haley R I (1968). Benefit-based segmentation: a decision-oriented research tool. *J. Mark.* 32: 30-5.
- Higgs, Bronwyn, Ringer, Allison (2007).*Trends in Consumer Segmentation.* Australia New Zealand Marketing Academy. Conference paper. 3-5 Dec.
- Huffman C, Ratneshwar S, Mick D G (2000).Consumer goal structures and goal-determination process: an integrative framework, in Ratneshwar S, Mick D G, Huffman C (Eds). *The Why of Consumption; Contemporary Perspectives on Consumer Motives, Goals, and Desires,* Routledge. New York. NY: 11-35.
- Kotler P (1997). *Marketing Management: Analysis, Planning, Implementation, and Control.* Prentice-Hall. Englewood Cliffs.NJ.
- Kotler P (1999). *Marketing Management: The Millennium.* Prentice-Hall. Englewood Cliffs. NJ.
- Kotler P (2002). *Principles of Marketing.* Prentice-Hall Europe. London.
- Kuma N, Cheer L, Kotler P (2000), From market-driven to market-driving. *European Management. J.* 18 (2) : 129-41.
- Lampel J, Mintzberg H (1996). Customizing, customization. *Sloan Management Review.* 38 (1) :21-30.

- McDonald M, Dunbar I (2004). *Market Segmentation: How to Do It, How to Profit from It*. Elsevier Butterworth-Heinemann. Oxford.
- Pieters R, Baumgartner H, Allen D (1995). A means-end chain approach to consumer goal structures. *Inter. J. Res. Mark.* 12: 227-44.
- Porter M E (1985). *Competitive Advantage*. Free Press. New York. NY.
- Rajeev K (2009). *Enneagram: A New Typology for Psychographic Segmentation*.
- Rao JNK, Wang S (1995). On the power of F tests under regression models with nested error structure. *J. Multivar. Anal.* 53: 237-46.
- Ratneshwar S, Pechmann C, Shocker AD (1996) Goal-derived categories and the antecedents of across-category consideration. *J. Consum. Res.* 23: 240-50.
- Reynolds TJ, Gengle CE, Howard DJ (1995). A means-end analysis of brand persuasion through advertising. *Inter. J. Res. Mark.* 12: 257-66.
- Robertson TS, Barich H (1992). A successful approach to segmenting industrial markets. *J. Planning Rev.* 4-11. November/December.
- Russell I, Haley (1968). Benefit Segmentation: A Decision-Oriented Research Tool. *J. Mark.* 32(3): 30-35
- Salma M (2010). The influence of Demographic factors on the choice of retail outlet selected for food and grocery purchases by urban Pakistanis.
- Sheth JN, Newman BI, Gross B (1991). Why we buy what we buy: a theory of consumption values. *J. Bus. Res.* 22: 159-70.
- Singh A (2010). Market segmentation in FMCG: time to drive new basis for market segmentation. *Inter. J. Res. in commer. manag.* 1(8).
- Singh A (2012). Impact of demographical factors on the purchasing behaviour of the customers' with special reference to FMCG: An empirical study. *Intern. J. Res. in comer. manag.* 2(3).
- Victoria K, Wells, Shing W, Jorge O, John P (2010). *Market Segmentation from a Behavioral Perspective*. J. Organizational Behav. Manag.
- Walley K E., Custance P R, Parsons S T (2000). UK consumer attitudes concerning environmental issues impacting the agrifood industry. *J. Bus. Strateg. Environ.* 9: 355-66.
- Wedel M., Kamakura W A (2002). Introduction to the Special Issue on Market Segmentation. *J. classification.* 19: 179-182.
- Wedel M (1990). *Clusterwise regression and market segmentation: developments and applications*. PhD thesis. Wageningen University. Wageningen.
- Wedel M, Kamakura W A (2002). Editorial: introduction to the special issue on market segmentation. *Inter. J. Res. Mark.* 19: 181-3.
- Wedel M, Kamakura W A (2002). Introduction to the Special Issue on Market Segmentation. *Inter. J. Res. Mark.* 19: 181-183.
- Wedel M, Kamakura W A (1998). *Market Segmentation: Conceptual and Methodological Foundations*. Kluwer. Dordrecht.
- Wind Y (1978). Issues and advances in segmentation research. *J. Mark. Res.* 15: 317-37.