

# Customer Segmentation Based on Benefits of Consumer Demand: Case of Parjak Shampoo in Iranian Market

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## Abstract

Today, one of the approaches is using for market segmentation, is “benefit sought approach”. Benefit sought is considered as types of benefits that consumers seek on products. Therefore, this research is study of shampoo market that is segmented on basis of favor of Shiraz city consumers. Method of descriptive research is survey type. Research statistic population includes all of consumers Parjak shampoo at Shiraz city. And sample includes 400 consumers in 5 zones (north-south-center-east-west). The tool of research is questionnaire with the scale of five degree Likert. Model of research was evaluated by 16 variables. Analysis of data is 3 steps. At first, number of variables decreased using of factor analysis. Thus, 6 variables were extracted as input variable of cluster analysis K-means algorithm was considered and after cluster analysis operation, the market was divided to 4 sections, on the basis of favor of consumers. After identification of segments was processed to hypothesis test. The results of statistics tests indicated the presence of meaningful relation within factors” status married, family members, education, job, income, consumption, loyalty” with favor of shampoo consumers that has been introduced on the index of market section. In this research did not confirm hypothesis of sex and age affect at selection and purchasing shampoo.

**Keywords:** Market segmentation, benefits of consumer demand, Parjak shampoo

## 1. Introduction

Today, due to increased competition, a marketing and market research company act as components of development and seeks to identify and assess the market and provide customers with solutions for improving the profitability of their companies are the ultimate goal.

One of the tenets governing the current competitive market, customer oriented and customer oriented principles is the belief. In the afternoon evening “Targeted production “Are named. So many companies have taken the approach of mass marketing and target marketing based on have. These methods are divided into different sectors of the market and choose the best parts and service profitably than its competitors, organizational strategies Develop and plan there.

Since there is no stable basis for market segmentation, the segmentation to companies on the markets for market segmentation has been used on many variables, so that these variables alone or as a mass market structure of show. 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 (McDonald & 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).

Important issue in this study is to identify benefits that are important to consumers when buying shampoo. To resolve this problem in this study 16 take advantage of consumers when choosing a shampoo that seems to be important to them were identified. So that consumers who are a part of the same benefits they buy shampoo search.

## The research objectives

1- Identify the difference between consumers’ behavior in market segmentation based on benefit sought approach

- 2 - Identify the consumer's behavioral characteristics based on benefit sought approach
- 3 - Identify the consumer's personal characteristics based on benefit sought approach
- 4 - Provide guidelines for developing effective strategies of segmentation

## 2. Literature Review

Smith (1956, p. 6), who introduced the concept of market segmentation to the field of marketing, provides the following definition for market segmentation: "market segmentation consists of viewing a heterogeneous market (one characterized by divergent demand) as a number of smaller homogeneous markets." market segmentation's aim is to identify or construct one or more consumer groups who are similar with respect to a predefined criterion, to learn as much as possible about them, and – if one or more segments are found to be managerially useful – modify the entire marketing mix to best cater for the segments. The result of successful market segmentation is competitive advantage in the marketplace due to strong positioning in a particular part of the market. The creation of a target market strategy is widely viewed as integral to developing an effective business strategy (Doyle, 2006; Grant, 2004). The concept of market segmentation is often cited as pivotal to establishing a target market strategy (Kotler and Keller, 2005), 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 fine adjustments to their product, prices, distribution channels and promotional mixes (Kotler, 1999; Wind, 1978). Debates in the marketing literature have increasingly acknowledged that consumers are abandoning predictable patterns of consumption (Kardon, 1992; Firat and Venkatesh, 1993; van Raaij, 1993; Brown, 1995; Firat and Shultz, 1997; Sheth et al. 2000). Changes in lifestyle, income, ethnic group and age are further increasing the diversity of customer needs and buying behaviour (Sheth et al., 2000) consequently meaning that marketing segmentation approaches are arguably becoming less effective and less efficient than they are often perceived to be (Firat and Shultz, 1997; Sheth et al., 1999). There are many factors which can be responsible for market segmentation traditional as well as modern or new. Amandeep Singh (2011) 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 consumer's purchase routine and their demographic attribute are found non-associated in this study. This study shows that purchasing of FMCG products specially personal care products is indifferent of age, educational level. But there is an effect of gender and educated and non-educated consumers on the purchase routine of personal care products. It means there is a need for developing more effective marketing segmentation basis. This study is related to only one industry may not be applicable to others. But it is rightly proved that demographic which are considered as most effective attribute that influence the purchase of consumer not powerful enough in today life. Victoria K. Wells, Shing Wan Chang, Jorge Oliveira (2010) in their study present an idea that benefit sought are more powerful basis 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 effect the choice of retail outlet and definitely the choice of brands also (Salma Mirza, 2010). In a different way Rajiv kamineni (2009) present the idea that demographic is now failed to effective segmentation and 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 wedel (2002) in his editorial article states that market segmentation has now become a necessity of marketers. One to one marketing is no feasible because it need great amount of money and efforts that directly affect the profit of the company. This article put stress on an understanding of the dynamic nature of preferences and market segment composition is essential for strategies focused on the evolution rather than

the proliferation of products and businesses. Amandeep singh (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 as:

1. 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.
2. “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.
3. 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.
4. 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.
5. 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 and Ringer, 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:

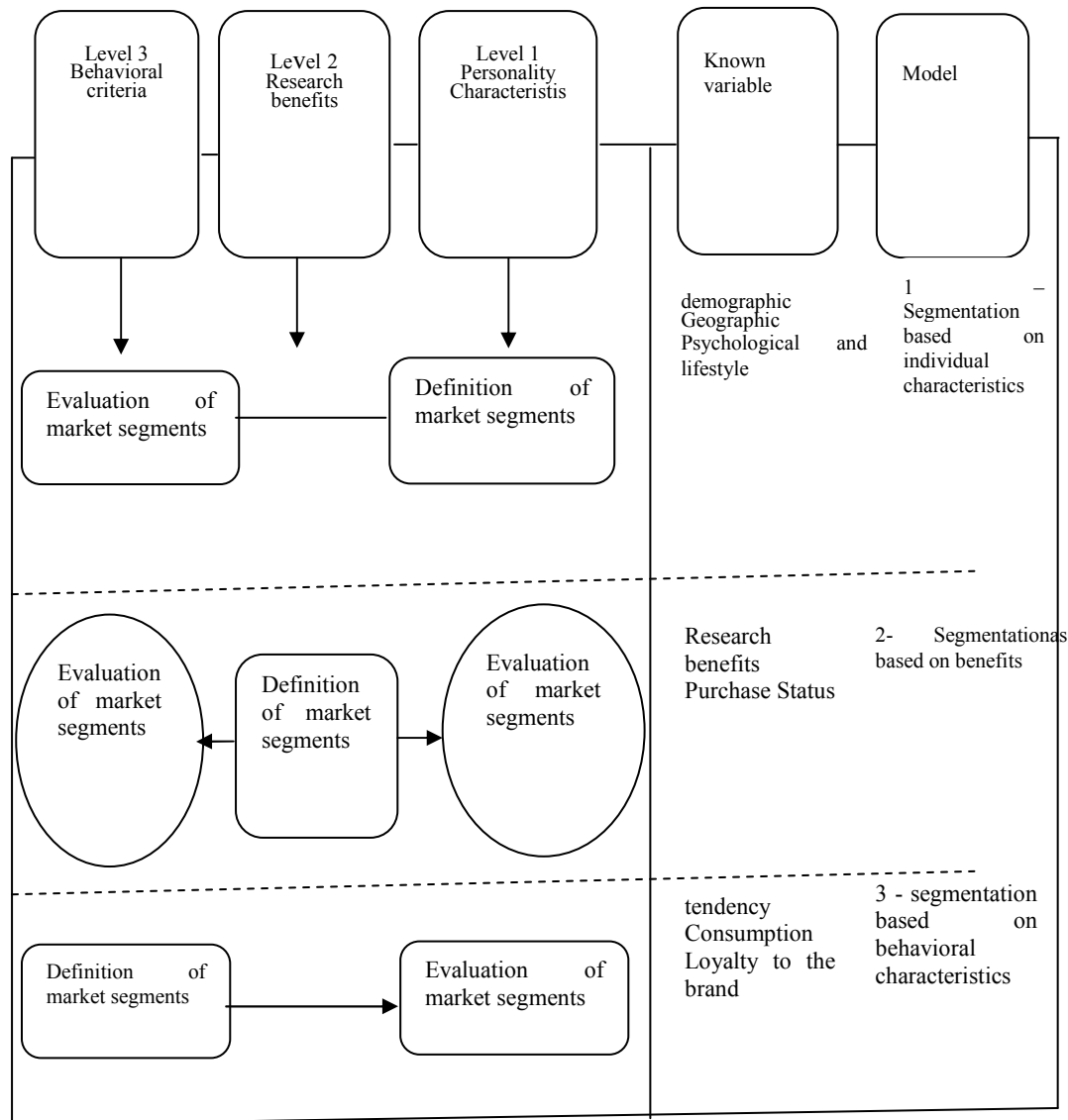
- Finer and Hyper-segmentation
- Progressive Profiling
- Addressable marketing method

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, ethnocentric approach etc. are also playing their role to segment the consumer market.

Russell I. Haley (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.

### 3. Research model

There are various models for segmenting the market. Figure( 1) market segmentation is shown in three models that include: 1. segmentation based on demographic characteristics, 2. segmentation based on benefits, 3. segmentation based on behavioral characteristics. In this study is used the segmentation based on benefits.



Figure( 1) :Models of market segmentation (Source: Wilkie, 1994,P:91)

#### 4. Variables research

**4.1. Dependent variable:** The consumer benefits (benefits that consumers are looking for)

**4.2.Independent variables:** personal characteristics of consumers (age, marital status, education, occupation, gender, family income, and family size) and behavioral characteristics of consumers (consumption, brand loyalty)

#### 5. Research hypotheses

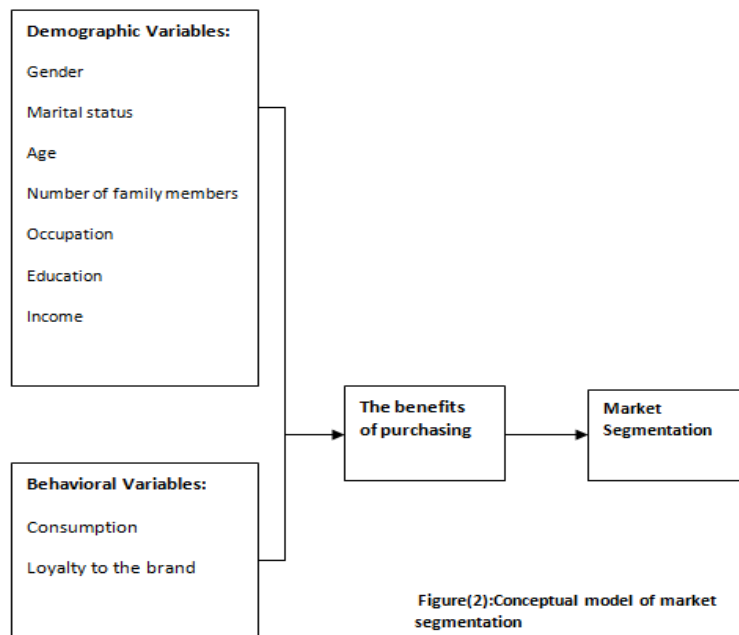
Market segmentation based on the conceptual model is shown in Figure( 2) hypotheses are:

**5.1.The main hypothesis:** There are significant differences between the behavior of consumers in different market segments based on benefits,.

##### 5.2.Subsidiary assumptions:

**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.



## 6. Methodology

Data collection tool is a questionnaire. This questionnaire is designed according to the hypothesis. Also for collecting data and the theoretical framework is used from library and Internet resources.

### 6.1. Techniques of data analysis

In this study is used descriptive and inferential statistical methods. At first all demographic variables based on descriptive statistics (Frequency, percentage, mean, standard deviation and coefficient of variation,) is Review. And to prioritize the variables is used Friedman test. And for market segmentation is used factor analysis and cluster analysis K-Means. In the present study to test the hypothesis from the chi-square test, ANOVA and Kruskal-Wallis test is used.

### 6.2. Sample selection

In this study, from stratified random sampling method is used. Shiraz divided into five regions (North - South - East - West - Center) from each region divided into several large supermarkets were randomly selected, so that any number of supermarket shampoo Parjak consumers were asked.

**Table(1). Distribution of samples in Shiraz**

GEOGRAPHICAL AREAS IN SHIRAZ	SELECTED SAMPLES FROM EACH REGION	THE TOTAL NUMBER OF SAMPLES
North	80	400 Person
South	80	
Center	80	
East	80	
West	80	

## 7.Results and discussion

### 7.1. 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.2).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 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 3. 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. In this segment those who are the most susceptible to the factor 1 (Hygiene) and the factor 6 (Natural) are. Therefore this group of people is willing to Shampoo the addition of vitamins, anti hair of leprosy, the protein, the herbal and large amount of lather.

**Segment 2:** This segment accounted for 29 percent of the sample. In this segment those who are the most susceptible to the factor 3 (beauty products) and factor 1 (Hygiene) are. Therefore this group of people is willing to Shampoo the addition of vitamins, anti hair of leprosy, the protein, beauty and shape and color is appropriate.

**Segment 3:** This segment accounted for 20 percent of the sample. In this segment those who are the most susceptible to the factor 6 (Normal) and the factor 4 (Hair beauty) are. Therefore this group of people is willing to Shampoo in addition to softening, anti-dandruff, Anti of hair loss ROE mode, the herbal and large amount of lather.

**Segment 4:** This segment accounted for 18 percent of the sample. In this segment those who are the most susceptible to the factor 5 (Economic) have. Therefore these people want are cheap shampoo.

**Table(2). Result 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

### 7.2. Results of segmentation

Implementation of cluster analysis on the extracted factor, was identified in five different market segments, each of these segments have unique features.

**Table(3). Result of cluster analysis**

Market segments	Number of persons in each Segment	Factor scores on each of the segments					
		Hygiene	Medical	Beauty product	Hair beauty	Economic	Natural
Segment 1	134	.41	.15	-.59	.19	-.64	.27
Segment 2	115	.45	.11	.96	.43	.45	-.17
Segment 3	77	-1.55	.02	.12	.33	.04	.66
Segment 4	74	.13	.07	-.13	-.57	.62	.28

### 7.3. Hypothesis testing

In the present study to test the hypothesis from the chi-square test, ANOVA and Kruskal-Wallis test is used. The results showed in Table (4).

**The first sub-hypothesis:** There is no significant relationship between the gender and benefit sought of purchasing.

The results of independent tests, chi - square showed that between the gender and benefit sought of purchasing, there is no significant relationship. Therefore the shampoo market segmentation based on consumer benefits, consumer gender is a dummy variable, with the exception of additional information that may be the cause of confusion is another.

**The second sub-hypothesis:** There is a significant relationship between the marital status and benefit sought of purchasing.

The results of independent tests, chi - square Studies showed that between the marital status and benefit sought of purchasing, there is a significant relationship. Therefore should shampoo makers when making decisions about the status of the product mix users should pay more attention.

**The third sub-hypothesis:** There is no significant relationship between the age and benefit sought of purchasing. The results of ANOVA showed that between the age and benefit sought of purchasing, there is no significant relationship. Therefore the shampoo market segmentation based on the benefits of consumers, age consumers as variable is redundant except for the additional information, which may be the cause of confusion is another.

**The fourth sub-hypothesis:** There is a significant relationship between the numbers of family member and benefit sought of purchasing.

The results of the Kruskal - Wallis test showed that between the number of family members and benefit sought of purchasing, there is a significant relationship. Therefore marketers must decide on the number of family members of consumers' product mix Families are more concerned with the needs and demands of different sizes and to identify actions that result in the production.



**The fifth sub-hypothesis:** There is a significant relationship between the job and benefit sought of purchasing. The results of independent tests, chi - square showed that between the job and benefit sought of purchasing, there is a significant relationship. Therefore companies should shampoo when making decisions about product mix Consumers are more concerned about jobs. because it creates jobs, income and social prestige because of a person makes a choice to take their job status and purchase of goods.

**The sixth sub-hypothesis:** There is a significant relationship between the education and benefit sought of purchasing.

The results of independent tests, chi - square showed that between the education and benefit sought of purchasing, there is a significant relationship. Then shampoo companies should consider the fact that educated people and the others are well aware of the advantages and disadvantages of the shampoos are better substitutes.

**The seventh sub-hypothesis:** There is a significant relationship between the income and benefit sought of purchasing.

The results of independent tests, chi - square showed that between the income and benefit sought of purchasing, there is a significant relationship. Therefore companies should shampoo price-sensitive segments to identify the When possible pricing, lower prices will apply for these items.

**The eighth sub-hypothesis:** There is a significant relationship between the amount of consumption and benefit sought of purchasing.

The results of independent tests, chi - square showed that between the amount of consumption and benefit sought of purchasing, there is a significant relationship. Therefore companies should shampoo the marketing strategies and product mix Due to the many variables and for families that have a high amount of shampoo on them to produce specific products.

**The nine sub-hypotheses:** There is a significant relationship between the loyalty of consumers and benefit sought of purchasing

The results of ANOVA showed that between the loyalty of consumers and benefit sought of purchasing, there is a significant relationship. Therefore, those companies' shampoos should be of loyalty to the products of attention and special rates for these groups are attached.

**Table(4). Results of hypothesis testing**

Variable	Type of test	The test statistic	Degrees of freedom	Significant level	Test result
Gender	Chi square	1.92	1	.286	Reject
Marital status	Chi square	8.33	1	.006	Confirmed
Age	ANOVA	.49	4	.94	Reject
Number of family members	Kruskal-Wallis	13.81	4	.009	Confirmed
Occupation	Chi square	1.09	4	.005	Confirmed
Education	Chi square	75.36	3	.003	Confirmed
Income	Chi square	60.6	5	.000	Confirmed
Consumption	Chi square	25.4	4	.001	Confirmed
loyalty	ANOVA	4.97	4	.001	Confirmed

#### 7.4. Prioritize the benefits of consumers in buying shampoo

Prioritize the benefits of consumers using the Friedman test shows that most of the trim color and shampoo among the least important factors are accounted for. Therefore companies shampoos should be based on consumers of the benefits Order Shampoo Search Products are suitable for various market segments to produce.

In the present study in order to prioritize Interests Friedman test was used to target consumers .

**Table (5). Prioritize of benefits**

Benefits	Rating	Benefits	Rating
Power Cleaning	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	Volume Shampoo	14
The Protein	7	Beauty packaging	15
The vitamin	8	Color Shampoo	16

#### 8. Conclusion

The findings, based on research interests, buying five different approaches for identifying the correct shampoo market barrier that each of these sections are different advantages of buying shampoo search . Also Test results

indicated a significant relationship between factors “Marital status, family size, education, occupation, income, consumption, loyalty” Shampoo is concerned with the interests of consumers in the form of market segments is presented. The study of theories of gender and age of consumer choice and consumer buying shampoo does not endorse and prioritize desired benefits consumers by using the Friedman test shows that the highest power of color and shampoo cleaning effect in the lowest rank Among the factors that .

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