European Journal of Business and Management
ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online)
Vol 4, No.15, 2012

BEHAVIORAL-BASED SEGMENTATION AND MARKETING SUCCESS: AN EMPIRICAL INVESTIGATION OF FAST FOOD INDUSTRY.

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Abstract
Segmenting market base on behavioral perspective not only has tremendous potential for growth and profitability but also poses challenges for both incumbents and new entrants in the fast food industry. By examining the measures of marketing success from a behavioral perspective, the authors conceptualize three dimensions of behavioral technique that are critical for superior marketing success in the fast food industry: benefit sought, usage rate, and loyalty status. Demo-psychographic variables on marketing success (e.g; customer satisfaction, customer loyalty, sales growth, profitability) using data from 156 fast food firms. The result show that benefit sought and loyalty status affect marketing success.
Keywords: Behavioral-Based Segmentation; Marketing success, Demo-psychographic

Introduction

Segmentation is among the earliest concepts in marketing and it has becomes a long lasting strategy in the subject area (Future and Martins, 2008). Segmentation, the process of dividing the market into groups of customers with similar needs, and developing marketing programs that meet those needs, is essential for marketing success (Gary and Rangaswamy, 2004). Markets are heterogeneous. Customers differ in their values, needs, wants, constraints, beliefs and incentives to act in a particular way. Products compete with one another in attempting to satisfy the needs and wants of those customers (Dowling, 2004). By segmenting the market, firms can better understand their customers and target their marketing efforts efficiently and effectively. Though this strategy, firms strive to attain a happy middle ground where it does not rely on a common marketing program for all customers nor does it incur the high costs of developing a unique program for each customer. However, previous research has suggested that there are variety of measures of segmenting the markets, and empirical results have not consistently shown that segmentation variables in marketing is always the same even when the measures are examined (Fazio and Kelly, 2009). Market segmentation is used to identify those potential customers most accessible on the vending firm's efforts (Bonoma et al, 1990). They noted that most organization segment the market to better serve customers, compete more effectively and achieve organizational goals such as profitability. Wikipedia (2011), the purpose of segmenting a market is to allow marketing program to focus on the subset of prospects that are most likely to purchase your offering. If done properly, this will help to ensure the highest return for your marketing expenditures.

This article contributes to research and theory of segmentation by developing and testing a model on behavioral-based segmentation in terms of purchase pattern and loyalty status. The model offered in this article moves beyond focus on target market alone but offers a model of the processes by which firms select information and make judgment about appropriate marketing program to achieve marketing success. The role of these behavioral processes involved in the facilitation of these segmentations is specifically addressed through the model featured in this article. Thus, the model provides a means for reconciling earlier works that has employed different measures of behavioral base segmentation variables that capture relevant segments of the market. It extends the methodological work of Precious and Katty (2010) on dimensions of behavioral segmentation by examine behavior from buying pattern and loyalty status that have not been systematically examined in previous behavioral based segmentation research.This article also examines the role and impact of economic and social actors and more specifically, the content of such contextual factors on behavior-based segmentation and marketing success. While much of the research on behavioral-based segmentation ignores the role of demographic/psychological factors such as (family life cycle and social class), some research work suggests that demo-psychographic factors may play a moderating role (Akani, Segel and Lank 2007, Better 2009). This article examines the moderating role of demo-psychographic factor within the context of the conceptual model of behavioral-based segmentation and marketing success in the fast food restaurants.

Prior Research on Behavioral-Based Segmentation

Virtually all prior research on behavioral-based segmentation rests on the premise that knowledge attitude, uses or responses to a product are the best starting point for building markets segments (Kotler and Armstrong, 2004). Dividing a market into groups based on consumer knowledge attitude toward usage, actual and intention to use or response to a product. A key element of this work is the notion that markets or customers are segmented on no other variable apart from the behavioral characteristics. Thus, dividing the market into groups according to occasions when buyers get the idea to buy, actually make their purchase, or use the purchased item, dividing the market into groups according to the different benefit that consumers seek from the product and loyalty status may all be associated with behavioral based-segmentation (Kotler and Armstrong, 2004). Berry and Sarkis (2006) demonstrated that the role of socioeconomic factor moderated the influence of behavioral-based segmentation. These authors found that socioeconomic factors in terms of level of income and social class influence behavioral-based segmentation in the form of purchases pattern and loyalty status impact on marketing success in terms of customer satisfaction customer repeat purchase and customer retention.

Baggozi and Stewart (2005) demonstrate that structural models that include a latent organizing construct an aggregation of various measures of segmentation bases. Interestingly, these authors find that such a latent construct provides a better fit even when the variables are behavioral-based. An understanding of the processes that produce summary of these bases is important for both theoretical perspective it is important to differentiate among alternative segmentation bases.

An important distinction among studies of segmentation variables revolves around adaptive strategy (Smith and Passion 2006: Martin 2007; Alba and Peterson 2009). It consists of the partition of the market with the purpose of selecting one or more market segments which the organization can target through the development of specific marketing mix that adapt to particular market needs. Martins (2008) posited that market segmentation need not be a purely adaptive strategy; the process of segmentation can consist of the selection of those segments for which a firm might be particularly well suited to serve by having competitive advantages relative to competitors in the segment reducing the cost of adaptation in order to gain a niche. Porter (1985) concluded by saying that, the application of market segmentation serves the purpose of developing competitive scope, which can have a powerful effect on competitive advantage because it shapes the configuration of the values chain.

Bernard and Johnson (2006) demonstrated that product usage and actual behavior such as buying pattern, usage data, channel ownership, quantities, brand loyalty, attitude, are behavioral based segmentation variables. They further explains that variables in the first category are unchangeable by the marketer, so the segmentation by this level of variable should yield adaptive strategies that recognize the reality of consumer characteristics and finding ways to use them to firm's advantage. The second level is relatively stable overtime since individuals are not likely to change their values and beliefs as Rise and Treat (1981, 1990) have categorically stated. At the third level, change is the norm and so this is where the marketer can influence the target audience (Barsalon and Parker, 2007). This aspect of segmentation is based on actual customer behavior toward products. Other stories have been represented as a construct between behavior-based segmentation and marketing success. This relationship is found in several marketing literature (Houston 1993; Martin and Stewart 2001; Ratnesh War, Barsalou, Pechmann and Moore 2000).

It is well recognized that this segmentation variable is basic dependent (Murphy and Apollos, 2008) and attributes used are behavioral in nature. Segmenting the market base on benefit sought requires finding the major benefits people look for in the product class, the kind of people who look for each benefit, and the major brands that deliver each benefit (Gray and Armstrong, 2004),hence behavior segmentation should be most successful when consumer are grouped base on their need expectations, hope and benefit sought. The less segmentation is done on benefit sought, the less likely marketing success, this view is different from other segmentation dimensions in market segmentation research. Prior research has treated behavior-based segmentation as grouping the market base on life style or personality characteristics, this is not behavior rather psychographic, the behavioral approach treats the segmentation base on individual behavior characteristics, such as benefit the consumer is looking for Becky and Fazio (2005) suggests that, segmenting the market base on benefit sought will lead to increase in marketing responses from the customers. This group of customer that are segmented base on the benefit sought, the organization will focus on value creation and value delivery to this customer group and it will enhance marketing success. this explanation is consistent with the view that behavior-based segmentation provide a stronger, basis for explaining the relationship between predictor variable and criterion variable the primacy of behavior- based segmentation approach as demonstrated by Becky and Fazio (2005) and as a necessary condition for the subsequent examination of behavioral-based segmentation measures, this article seeks to replicate this effect. Thus.

Hypothesis 1:

Segmenting a market based on benefit sought, customer expectation and hope will have greater effect on marketing success measures in terms of repeat purchase, customer satisfaction, sales growth and profitability.

Markets can be segmented into light product users, medium and heavy product users. Heavy users are often a small percentage of the market but account for a high percentage of total consumption (Gary and Armstrong, 2004). Firms usually prefer to attract one heavy user to their product or service rather than several light users, using a common measure of light (LU) medium (MU) and heavy users (HU), Schmitz and Bowen (2008) demonstrated that heavy product users are higher consumer of products thus measures of segmenting market base on behavior such as light user(LU) medium user (MU) and heavy user(HU) should demonstrate that market segmented based on usage rate results in increase customer patronage (Davis and Heinekes, 2003). A single heavy user typically might spend heavy naira value on products of the company. When the goal associated with segmenting market base on user rate most especially on heavy user of the product, this will most likely bring about more money and that's what market the cash registers ring (Gray and Armstrong, 2004; Rick 2011; Show, 1998.) thus:

Hypothesis 2:

Segmenting a market base on usage rate in the form of light user, medium user and heavy product user, will results to good marketing success (profitability, sales growth, customer satisfaction).

Market can be segmented base on consumer loyalty. Consumer can be loyal to product can be divided into groups according to their degree of loyalty (Gray and Armstrong, 2004).several studies have emphasized the importance of segmenting market base on loyalty status (e.g, Gregoire and Tripp, 1995) a model that is often used to explain behavioral-based segmentation in term of loyalty status (Bagozzi and Martin 2006). This model includes three general concepts; brand loyalty, stores loyalty and company loyalty. The inclusion of brand loyalty represents an important addition to the model. Consumers are completely loyal-they buy one brand all the time. Others are somewhat loyal-they are loyal to two or three brand of a given product or favor one brand while sometime buying others. A company can learn a lot by analyzing loyalty patterns in its core consumer, and detect which brand are most competitive with its own, and this will enable the company to improve its positioning strategy which will lead to effective marketing performance. By segmenting a market base on loyalty status, company can see customers who are shifting away from it brand, the company can learn about its marketing weaknesses (Blane, 2007). Once this is done, the firm can adopt an appropriate corrective measure where marketing weaknesses will be converted in to marketing success. Micah (2005) also demonstrated that non-loyal customers of the product, the company may by appropriate strategy attract them by putting its brand on sale. When this is done, the non-loyal consumers will be more likely loyal customers (Kelly and Johnbull, 2006). Thus,

Hypothesis 3

Segmenting a market base on loyalty status in terms of loyal to brand, stores And company will result to: (a) higher customer loyalty and passion (b) given a Positive segmentation, company can improve its positioning strategy against competitors than those that do not.

The Role of demo-psychographic Influence

Demo-psychographic factors are primary drivers of the behavior-based segmentation, there remains the question of how this factor moderate the influence of this segmentation dimension on effective marketing. Katty and Sonks (2004) examined the effect of demographic factor on behavior-based segmentation. They investigate the impact of family life-cycle in terms single men on usage rate. A single heavy user, typically a single male, who doesn't know how to cook, might spend much money a day visit the food centre as many as possible. Heavy users come more often, they spend more money thereby increase cash sales of the company. Katty and Sonk's study finds that family life cycle moderate the success. To this finding may be the result of repeated purchase by the heavy user of the product. Customer repeat purchase results in increase in sale volume and profitability of the company.

These findings are consistent with the view that family life cycle which is a demographic factor moderate the influence of behavioral based segmentation on effective marketing performance outcomes. Thus, the few studies that have examined demo-psychographic effect within behavioral context suggest that family life cycle has the potential to influence marketing success. Such influence, however, appears to be contingent on the degree of the demo-psychographic factors. While these studies are useful and indicate an important role of demo-psychographic effect on the influence of behavioral based segmentation on marketing success, they do not examine the extant of the moderating the demo-psychographic variables, nor do they examine the explicative effect in other context. In fact, Katty and Sonks (2004) demonstrated the moderating effect of demo-psychographic factors on the influence of behavioral variables of segmenting the consumer market. There is also reason to hypothesize the relationship between the moderating effects of demo-psychographic factor on the influence of behavioral based segmentation on marketing success. Thus:

Hypothesis 4a:

Social class will positively moderate the influence of usage rate and loyalty status on marketing success.

Hypothesis 4b:

Family life cycle as a demo-psychographic factor, will significantly moderate the influence of benefit sought and usage rate on effective marketing performance outcomes.

Marketing Success

The question of what determines marketing success has the subject of a considerable amount of research in marketing (Colin and Wilson, 2008). For the purpose of this work, we will limit ourselves to an overview of the sorts of factors that contributes to the success of marketing activity. Although it is tempting to identify the characteristics of marketing success and to believe that the straightforwardness adoption of these will lead to business success, it is also potentially simplistic and dangerous since it can lead the view that this formula for success. Nevertheless there are certain elements that appear to contribute to effectiveness, and it is in this way that we stated below the various dimensions of marketing success.

A market is said to be effective with a strong customer orientation across all aspect of the business and a fundamental recognition of the important of the customer (Brown, 2006). With a better customer focus and delivery of superior value customer will be satisfied, therefore customer satisfaction is one of the dimension of measuring marketing success. The issue of customer orientation has been discussed by Doyle (1994) in terms of what he refers to as left and right-hand organizations. Satisfied customers are the source of all profit and shareholder value. Customers can choose from whom they buy, and unless the firm satisfies them at least as well as competitors, sales and profits will quickly erode. Customer satisfaction should therefore be a prime objective and measure of the performance of marketing (Doyle, 1994).

The market-driven organizations have their primary focus the objective of satisfying customers. This involves defining and understanding market segment, and then managing the marketing mix in such a way that customers' expectations are fully met or exceeded. A customer focus organizations has customer satisfaction has its hallmarks. A satisfied customer remains loyal to the organization and serves as an advocate; this will increase the sales growth and profitability of the organization. These serve as measures of marketing effectiveness (Thomas, 2008).

The section that follows reports the designs and results of a study that tested these hypotheses.

METHOD

The populations for this study consist of customer of fast food restaurants in Nigeria; we selected the fast food restaurant firm in four big cities in Nigeria as the context for our research study. The cities were Port Harcourt, Lagos, Kano and Abuja, these cities were selected because they represented places where this business is successfully operated, and with the nature of the industry we constructed our sampling frame using multiple sources. We obtained a list of fast food restaurants from the Nigeria chamber of commerce and industry. This process resulted in a sampling frame of 250 firms.

Data collection

We combined qualitative and quantitative research approaches. The qualitative part was intended to provide foundation for the quantitative study. We designed and conducted it to verify and validate the homological net, which served as a check to ensure that the model was appropriately bounded. Secondly, the qualitative approach aided in questionnaire development, verifying basic approach to operationalizations and providing the basis for item refinement, finally, the qualitative component involved pretesting the questionnaire. For the qualitative component, we interviewed senior managers from four (4) fast food restaurants located in Port Harcourt, Lagos, Kano and Abuja in Nigeria; each interview lasted between 20 minutes and 30 minutes. The results indicate that the conceptual model adequately represented the determinants of marketing success, and basic operations were appropriate. For pretesting, we administered the questionnaire to 10 participants and observed first hand completion time; obstacles in the questionnaire flow, and comprehension problem in items or instruction.
On completion of the questionnaire, we debriefed the respondents to refine the questionnaire further.

The main data collection proceeded in several steps. Our field interview in the fast food restaurant firm revealed that the job title of the executive who was most knowledgeable about strategy implementation varied widely from one firm to another. Thus, we identified the key informant for each firm by telephone contact. In some firms, the key informants were marketing managers, in others, they were customer service managers and in still other, the chief executive officers were the key informants. The screening phase yielded 300 potential respondents. The next phase of data collection consisted of a pre-notification letter that reminded respondents of their agreement to participate and notified them of the coming survey package. In a week later the mail survey commenced: the survey package included a cover letter that described the content and assured confidentiality with a ₦2, 000 attached as a response incentive, a copy of the questionnaire, and a postage-paid self-addressed return envelope. We also support by sending an identical survey package, which we mailed 2 week later to respondents who had not responded.

The data collection yielded 200 responses, 156 were usable, for a response rate of 52% in terms of sample composition, 20 percent of the responses were nationally recognized fast food restaurants found in the four cities of Port Harcourt, Lagos, Kano and Abuja, and the remainders were locally-based firm. This composition mirrors the industry split and indicates that our data represents the fast food firm reasonably well in Nigeria.

Measures

The model presented in figure I included six concepts. The choice of benefit sought concept as an attribute for behavior-based/segmentation is unique in our model. Several studies has shown that benefit sought can be express as quality of service needed (e.g. Peterson 2003) thus, we include item like service, economy, convenience and speed as benefit sought from product (Shaley et al. 2005).user rates was measured using three items that were almost identical to the items used by Nwachukwu (2001).the measure of loyalty status was almost identical to the measure applied by Nwachukwu (2001) and Bekawa and Charles (2003). We measure social class using four measure of social class, the items were similar to those used by Davidson (1998). Family life-cycle was measure by three items similar with the work of Peters (2005). Finally, we measure marketing success using a four-item that we adapted from Badoka (2004) study. All the above measures are represented in Table 1

The participants indicated their agreement with a set of statement using a 5-point Likert-type scale that ranged from strongly disagreed to strongly agree. The mean, standard deviations and reliabilities of the variable of studies are shown in table 1. The reliability of family life-cycle in the study was lower than the acceptable /75 limit that Nunnally (1978) suggested. For other variables, the reliability was acceptable (see table 1).to test the discriminate and convergence validity of the variables in our model we included all item in a factor analysis (basic component) that included six factors, the analysis showed the factors explained 83 percent of the variance in the material (see table 1).
We find that the convergence validity of benefit sought scale was somewhat low, with a factor loading of .58 for the first item (see table 1). This item also has low discriminate validity, with a factor loading of .33 on the marketing effectiveness factor. Thus, to investigate the reliability and validity of our variables further, we applied the procedures that Agarwal and Karahanna (2000) suggested, we estimated our complete measurement model using Amos 4. We calculated inter variable correlations, shared variances, and composite reliability, which we show in table 2.

Results

Data must be subjected to statistical test before it can convey any significant meaning. We therefore present the results of the statistical test of the hypotheses in this section. The correlation metric in Table 2 shows the relationship between behavior-based segmentation and marketing effectiveness.

To test hypotheses 1, which posits that segmenting a market based on benefit sought customer expectation and hope will have greater effect on marketing success. The hypothesis sought to examine the relationship between BS and ME. We used the spearman's rank correlation technique to test the hypothesis. The result ($rho = 0.265$ $P<0.05$)(see table 2) shows that there is a significant and positive relationship between benefit sought and marketing success.

Several reasons may account for this significant positive relationship. To begin with as pointed out in the study, managers tend to look for ways to improve their company's profit as it is often used to assess their performance. To remain in business and make profit, organizations segment their market based on benefit sought, customer expectation and hope once this is done, organization serves the market segment with product and services that are of benefit to the customers. The finding indicates that segmenting market based on benefit sought will be more profitable than those that do not segment their market base on customer benefit, customer expectation and hope.

We used the spearman's rank correlation technique to test Hypothesis 2. The result ($rho = 0.387$ $P > 0.05$) (see table 2) show that there is a relationship between usage rate and marketing success. This implies that segmenting a market base on usage rate I terms of light users, medium and heavy users will result to good marketing success. The result implies that segmenting a market base on usage rate and marketing success depend on one another. While market segmentations base on usage rate refers to dividing the market into light, medium and heavy product users. Marketing success is the ability on the part of management to survive. We therefore accept the hypothesis which states that, segmenting a market based on usage rate will results to good marketing success.

To test Hypothesis 3, which posits that segmenting a market base on loyalty status in terms of loyalty to brand, loyalty to stores and loyalty to company, will result to higher customer loyalty. The result ($rho = 0.369$, $P > 0.05$) (see table 2) shows that there is significant positive relationship between loyalty status and marketing success. This means that marketing success will be higher with higher loyalty status. The literature review of the present study suggested a positive relationship between loyalty status and marketing success (Kotler and Armstrong, 2004), several reasons may account for this significant relationship. Dividing buyers into groups according to their degree of loyalty will affect marketing success. Some consumers are completely loyal-they buy one brand all the time. A company can be more effective by analyzing loyalty patterns in its market. We therefore accept the hypothesis. The finding suggests that fast food restaurants that study its customer loyalty status and marketing success.

In Hypothesis 4a to 4b, we hypothesized that social class will positively moderate the influence of usage rate and loyalty status on marketing success (hypothesis 4a), we also suggests that family life cycle will moderate the influence of benefit sought and usage rate on marketing success (hypothesis 4b). Test results in table 2 reveal that SC will positively moderate the influence of UR and LS on ME and also same for FLC on BS and UR on ME. We have offered our interpretations of the results on the moderating variables and their roles in the relationships between behavioral-based segmentation and marketing success.

Dicussion And Implication

In this paper, we attempted to offer some understanding on marketing success through behavioral-base segmentation perspective. We advanced dimensions of behavioral-based segmentation, identified the dimensions segmentation, and tested their influences on marketing success outcomes specific to fast food Restaurant Company. We conceived social class and family life cycle as moderating the influence of behavioral-base segmentation on marketing success. Thus, we took a view of marketing success in the fast food business and we posited that managers should focus on business-related metrics to access their marketing success in the fast food restaurants business. Our results indicate notable findings with respect to segmenting markets based on behavioral perspective.

Our result show that segmenting markets based on benefit sought, expectations and hope, is critical for an organization to deliver superior value to its customers. In this customer-driven and dynamic market environment. There is a pay off in delivering values to a particular market segments base on benefit sought, when customers buy value. They are satisfied and satisfied customers make a repeat purchase which result to increase in sales growth and profitability. We argued that segmenting a market based on usage rate provides the firm with the ability to take advantage of market opportunities. Our results show that, as we hypothesized, the interplay between user rate and family lifecycle is quite complex. Segmenting a market into light medium and heavy product users will enable the firm to take advantage of heavy users. Heavy users are often a small percentage of the market but account for a high percentage of total consumption. A young single who doesn't know how to cook, might spend as much as ₦5,000 in a day at fast-food restaurant and visit more than 20 times a month. Heavy users come more often they spend more money. Firms do all they can do to keep them satisfied with every visit they also target light users with their advertisement and promotions thereby increasing their marketing success.

While we do not find statistical support for the interaction between loyalty status and family-life cycle, the results indicate marginal evidence (rho = 0.051 $P > 0.05$) that dividing buyers into groups according to their degree of loyalty, the more likely its marketing success. This reiterates the common notion that, by studying its less loyal buyers, the company can detect which brands are most competitive with its own, and it will enable the firm to position its brand. Finally, our study also documents the impact of social class and family life cycle on the influence of behavior-based segmentation on marketing success. Demo psychographic variable (social class and family life cycle) moderate the effect of behavioral-based segmentation (benefit sought, usage rate and loyalty status) on marketing success (profitability, growth, customer satisfaction), thus enhancing the firm's survival.

Contribution and Implication

Our research provides several insights for managers who want to implement competitive strategies. First, a focus on behavioral-based segmentation would provide the requisite impetus required for marketing success. We recommend that managers should use multiple segmentation based rather than limiting their segmentation analysis to only one or a few variable. However, fast food industry will need to make structural adjustment to institutionalize these multi-segmentations techniques.

We identify, conceptualized and measure three dimensions for behavioral based segmentation and use data from the fast food restaurants to contribute new empirical insights. Our notion of examining marketing success from segmenting market based on behavioral perspective brings forth the theoretical insights of the fast food industry, in that segmentation of the market into benefit sought, usage rate, and loyalty status gives the firms appropriate competitive strategy to compete in the ever changing market that is customer-driven. Finally, we extend the literature on family life cycle by developing and testing a valid and reliable measure of family life cycle. We advance a framework for managers to understand how to deliver value to their customer by segmenting market based on benefit sought, customer expectation and hope. When customers buy hope, benefit and expectations they become satisfied. When customers are satisfied, they make repeat purchase and increase sales growth and profitability. Once these behavioral variables are properly segmented, managers can tap into them and execute strategies that will result to marketing success.

Future Research

The fast food industry provided a worthwhile setting for this article; therefore the behavioral bases of segmentation involve (e.g.; benefit sought, usage rate, loyalty status) are particularly relevant. However, the setting is relevant unique and thus ensure generalizability. The effect of behavioral-based segmentation should be examined in other business areas like; banks, tourism, cinema, schools etc. thus, the pattern of findings exhibited in this study need to be replicated in other business contexts.

With respect to measurement of market effectiveness variables, our study is limited to subjective measures of effectiveness based on key informant data, therefore, the result are constrained by issues related to common method variance. Subjective measures based on key informant data could also suffer from bias. Given that new and improved objectives measures of marketing success are now available, future research using objective data could add value to our findings. Future study should consider a longitudinal study to delineate more clearly the causal attributions hypothesized in our model.

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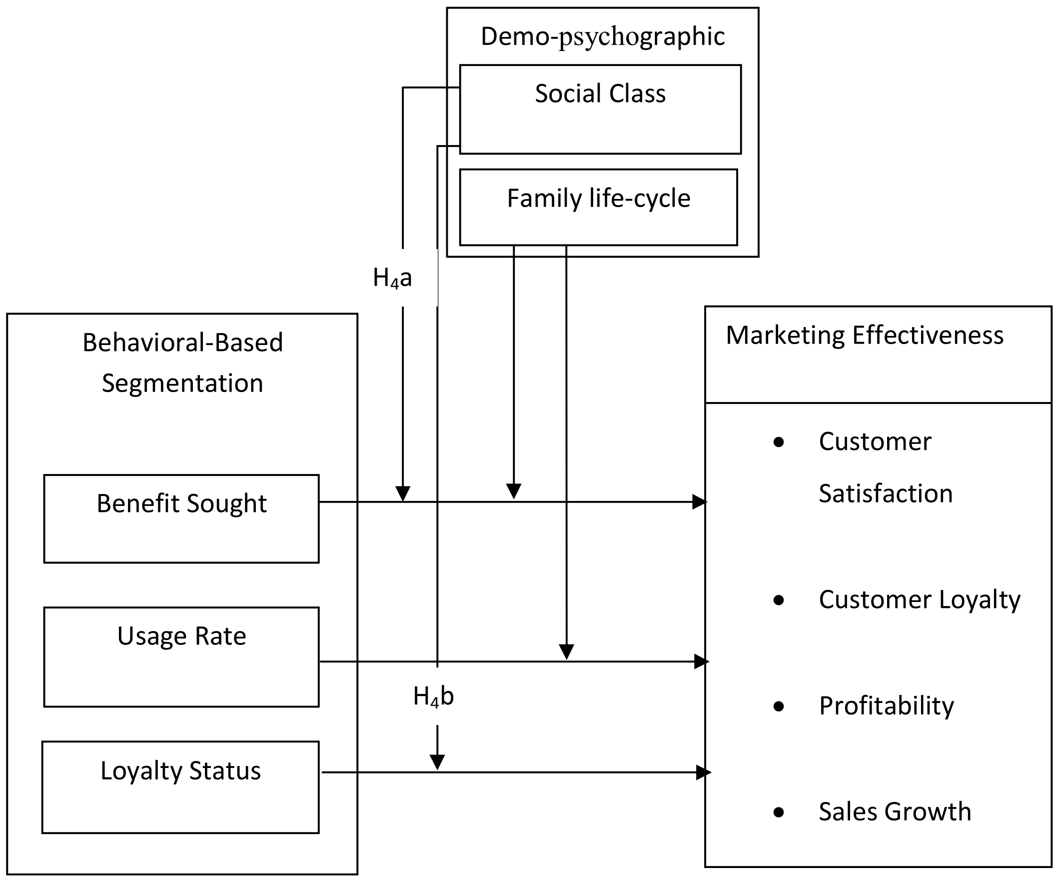
Figure 1 CONCEPTUAL BACKGROUND



Source: Researcher's review of literature. 2011.

TABLE 1
Basic Components Analysis of all Measurement Items

Variable/communalities(c)and loadings	C	1	2	3	4	5	6
5 Benefit sought							
I need quality product	.75	.20	.18	.11	.15	.58	.33
Using "service" as benefit sought	.70	.21	.16	.10	.13	.75	.07
Economical	.92	.24	.15.	.12	.16	.88	-.09
Convenience	.86	.23	.17	.09	.17	.81	.10
Speed	.96	.25	.20	.13	.14	.90	.10
1 User rates							
Light user	.69	.20	.15	.10	.12	.09	.11
Medium user	.70	.21	.16	.12	.11	.10	.12
Heavy user	.98	.23	.18	.09	.10	.11	.13
4 Loyalty status							
Non-loyal	.71	.24	.16	.11	.09	.12	.14
Medium loyal	.85	.23	.14	.12	.08	.12	.09
Strong loyal	.82	.20	.12	.10	.10	.10	.10
absolute loyal	.88	.17	.13	.09	.07	.08	.12
3 Social class							
Lower lower	.75	.20	.17	.09	.14	.16	.04
Upper lower	.80	.21	.16	.08	.12	.17	.06
Working class	.82	.22	.19	.10	.10	.15	.08
Upper upper	.99	.24	.16	.06	.09	.14	.10
2 Family life cycle							
Young single	.74	.21	.18	.07	.12	.12	.07
Married with no children	.67	.23	.16	.05	.10	.10	.09
Married with children	.80	.24	.20	08	.11	.13	.10
6 Marketing effectiveness							
Customer satisfaction	.90	.20	.16	.09	.08	.09	.08
Customer Loyalty	.83	.25	.17	.12	.06	.07	.10
Profitability	.97	.21	.13	.11	.05	.10	.12
Sales Growth	.90	.20	.14	.09	.07	.13	.11
Eigen valves		10.70	3.63	1.81	1.35	1.00	0.60
Variance explained		52.60	11.30	6.85	4.93	2.95	2.35
Mean		3.21	4.40	2.43	3.61	3.72	2.25
Standard deviation		1.70	1.68	1.80	1.50	1.40	2.00
Cronbach's alpha		0.92	0.90	0.86	0.82	0.95	0.77

Table 2

Inter variable Correlations Shared Variable and Composite Reliabilit-y

Variable Statistics	Behavioral Based Segmentation	Benefit Sought	Usage Rate	Loyalty Status	Marketing Effectiveness	Customer Satisfaction	Customer Loyalty	Profitability	Sales Growth	Marketing Variable	Social Class	Family Lifecycle
Spearman Behavior-based correlation coefficient Sig (2-tailed) rho Segmentation N	1.000 156	.83	.90	.86	.92	.77	.95	.88	.92	.75	.96	.90
Correlation coefficient Benefit sought sig. (2-tailed) N	.512** .000 156	1.000 156										
Correlation coefficient Usage Rate sig. (2-tailed) N	.630** .000 156	.297** .001 156	1.000 156									
Correlation coefficient Loyalty Status sig. (2-tailed) N	.735** .000 156	.200* .027 156	.125 .212 156	1.000 156								
Correlation coefficient marketing sig. (2-tailed) Effectiveness N	.126 .130 156	.265** .003 156	.387** .000 156	.369** .412 156	1.000 156							
Correlation coefficient Customer sig. (2-tailed) Satisfaction N	.141 .111 156	.234** .007 156	.344** .000 156	.082 844 156	.231** .000 156	1.000 156						
Correlation coefficient Customer sig. (2-tailed) Loyalty N	.109 .216 156	.256** .003 156	.224* .010 156	.512** .005 156	.410** .000 156	.371** .000 156	1.000 156					
Correlation coefficient Profitability sig. (2-tailed) N	.014 .870 156	.062 .482 156	.016 .074 156	.421** .300 156	.420** .000 156	.171 .081 156	.153 .081 156	1.000 156				
Correlation coefficient Sales Growth sig. (2-tailed) N	.201 .003 156	.300 .000 156	.016 .006 156	.111 .000 156	.312** .000 156	.101 .000 156	.125 .001 156	.125 .000 156	1.000 156			
Correlation coefficient Moderating sig. (2-tailed) Variable N	.391** .000 156	.201** .001 156	.182** .001 156	.250** .004 156	.421** .000 156	.535** .020 156	.612** .001 156	.213 .000 156	.612** .002 156	1.000 156		
Correlation coefficient Social Class sig. (2-tailed) N	.125 .004 156	.102 .023 .156	.111** .003 156	.312** .121 156	.072 .005 156	.113 .003 156	.029 .007 156	.031 .000 156	.015 .000 156	.234** .008 156	1.000 156	
Correlation coefficient Family-life sig. (2-tailed) Cycle N	.284** .000 156	076** .150 156	.152** .321 156	.051 .000 156	.137** .007 156	.122** .033 156	.162 .022 156	.089 .212 156	.212** .000 156	.195** .026 156	.141** .004 156	1.000 156

Source: survey date, 2011

Key: ** correlation is significant at the 0.05 level (2-tailed)