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Abstract

Relation between consumers' behavior and the concept of market segmentation

**A Thesis for Master's degree
In Business Administration**

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Introduction:

The concept of market segmentation has long been recognized as an important consideration in the development of marketing strategy.

In response to the recent growing in the restaurant industry in our Egyptian society, it is considered that the unique selling point of restaurants resides in the consumers' preferences of getting meals at fast food restaurant chains on the basis of factors that affect their consumers' behavior. This thesis presented approach to segmentation based upon the variables that affect consumers' behavior

The problem :

The question that arises is :”what is the relation between consumers' preferences and the variables that affect their consumers' behavior”.

Study objectives:

This study aims to achieve the following objective:

To investigate the relationship among consumers' preferences to get meals at restaurant chains of fast food and:

- a. consumers' attitudes.
- b. Consumers' benefit expectations.
- c. Consumers' demographic variables

Study importance:

1. A presentation of market segmentation and consumers' preferences that affected by consumers' behavior.

2. This study describes an application of an approach to market segmentation of consumers' preferences relies on the factors that affect and direct their behavior in the field of fast food restaurant chains.

Knowledge about such items in restaurant industry is considered very important for owners and managers seek to differentiate themselves from others.

Study hypothesis:

There is on significant relationship among consumers' preferences and:

1. Consumers' attitudes.
2. Consumers' benefit expectations.
3. Consumers' demographic variables.

Conclusion:

- There is a significant relationship among consumers' preferences and consumers' attitudes.
- There is a significant relationship among consumers' preferences and consumers' benefit expectations.
- There is no significant relationship among consumers' preferences and consumers' demographic variables.
- There is no significant relationship among consumers' attitudes and the total consumers' demographic variables, in spite of the significant relationship among consumers' attitudes and each of age and education variables.
- There is a significant relationship among consumers' benefit expectations and the total consumers' demographic variables.

Finally, the study reached some practical implications according to the emerged segments.