THE ROLE OF MARKET SEGMENTATION ON SALES PERFORMANCE.
A CASE STUDY OF AZAM BAKRESA-ICE CREAMS

BY
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A Dissertation Submitted in Partial Fulfillment of the Requirements for Award of the Degree of Master of Business Administration in Corporate Management (MBA-CM) of Mzumbe University
December, 2020
CERTIFICATION

We, the undersigned, certify that we have read and hereby recommend for acceptance by the Mzumbe University, a dissertation entitled The Role of Market segmentation on sales performance. In partial fulfillment of the requirements for the Degree of Master of Business Administration and Cooperate Management (MBA-CM) of Mzumbe University

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DEDICATION

I would like to dedicate this research to my loving father and mother. Also, I dedicated this study to my entire family. I am thankful to them, for they have been very supportive and gave me guidance throughout this course and when conducting this research.
ABSTRACT

This research was aimed for the purpose of investigating on the role of market segmentation on sales performance, a case study of Azam-Bakhresa Company. The specific objectives of this study were to find out the effect of customer loyalty in market segmentation on sales performance, to find out the influence of geographic market segmentation on sales performance, to find out the role of demographic market segmentation on sales performance, to find out the influence of psychographic market segmentation on sales performance and to find out the effect of benefit sought market segmentation on sales performance.

This study was a case study design that was conducted in Tanzania-Dar es salaam. The population of this study was employees of the Azam-Bakhresa Company in Dar es Salaam headquarters and the sample size of the study involved 200 respondents who are employees of Azam-Bakhresa Company in Dar es Salaam headquarters. Data was collected through questionnaires and then the analysis of primary data was done through Statistical Package for Social Science (SPSS). Findings in the study were presented in figures and tables.

Finding in this study revealed that geographic segmentation, demographic segmentation, psychographic segmentation, benefit sought and customer loyalties positively affect sales performance. This study of the role of market segmentation on sales performance has also revealed that market segmentation is a crucial tool in creating net new account, sales revenue and customer retention. From the findings revealed, the study recommends that organizations to consider all criteria’s are found within each basis of market segmentation in the process of segmentation. Example in demographic market segmentation the marketer should consider all aspects in demographic market segmentation such as Age, gender, income and occupation, ethnicity, religion and family structure. By considering all factor in market segmentation tool a marketer will be able to meet demands of his customers without mistakes.
TABLE OF CONTENTS

CERTIFICATION ............................................................................................................. i
DECLARATION AND COPY RIGHT ................................................................................. ii
ACKNOWLEDGMENT ....................................................................................................... iii
DEDICATION .................................................................................................................... iv
ABSTRACT ....................................................................................................................... v
LIST OF TABLES ............................................................................................................... x
LIST OF FIGURES .......................................................................................................... xii

CHAPTER ONE ................................................................................................................ 1
1.0. Introduction .............................................................................................................. 1
1.1. Background of the study ....................................................................................... 1
1.2. Statement of the problem ..................................................................................... 3
1.3. Objectives of the study ......................................................................................... 4
1.3.1. General objectives of the study ........................................................................ 4
1.3.2. Specific objectives of the study ........................................................................ 4
1.4. Research questions ............................................................................................... 5
1.5. Significance of the study ...................................................................................... 5
1.6. Scope of the study ................................................................................................ 5
1.7. Limitations of the study ....................................................................................... 5
1.8. Organization of the study ..................................................................................... 6

CHAPTER TWO ................................................................................................................ 7
2.0. Introduction ............................................................................................................. 7
2.1. Definition of key variables ................................................................................... 7
2.1.1. Concept of market segmentation....................................................................... 7
2.1.1.1 Benefits of marketing segmentation.......................................................... 9
2.1.1.2. Conditions of effective marketing segmentation ....................................... 11
2.1.1.3. Bases used to segment consumer market .................................................. 12
2.1.1.4. Steps of marketing segmentation .............................................................. 14
2.1.2. Concept of Sales Performance ......................................................................... 14
2.2. Theoretical literature ................................................................. 15
  2.2.1. PESTEL analysis ................................................................. 16
  2.2. The seven P’s of marketing mix .............................................. 16
  2.2.3. SWOT analysis .................................................................. 17
  2.2.4. The consumer decision making process ................................. 17
  2.2.5. Porters five forces ............................................................... 17
  2.3. Empirical literature ............................................................... 17
  2.4. Research gap ....................................................................... 27
  2.5. Conceptual frame work ......................................................... 27

CHAPTER THREE .................................................................................. 29

  3.0. Introduction ............................................................................. 29
  3.1. Research design ....................................................................... 29
  3.2. Study area .............................................................................. 29
  3.4. Research approach .................................................................. 29
  3.4.1. Quantitative ....................................................................... 30
  3.5. Target population .................................................................... 30
  3.6. Sampling procedure .................................................................. 30
  3.6.1. Purposive sampling ............................................................. 30
  3.6.2. Random sampling .............................................................. 30
  3.6.3. Sample size ........................................................................ 31
  3.7. Source of data ......................................................................... 31
  3.7.2. Primary data ....................................................................... 32
  3.8. Data collection method ............................................................ 32
  3.8.1 Interview ............................................................................ 32
  3.8.2. Questioners ....................................................................... 32
  3.9. Validity and reliability of data .................................................. 32
  3.9.1. Validity of data .................................................................. 32
  3.9.2. Reliability of research instruments ........................................ 33
  3.10. Data Analysis ......................................................................... 33
  3.11. Ethical consideration .............................................................. 33
CHAPTER FOUR ........................................................................................................................................ 34
4.0. Introduction ........................................................................................................................................ 34
4.1. Demographic characteristic of respondents ....................................................................................... 34
4.1.1. Gender of the respondents .................................................................................................................. 34
4.1.2. Age if respondents .............................................................................................................................. 35
4.1.3. Level of education .............................................................................................................................. 37
4.1.4. Personal monthly Payment or income of respondents ....................................................................... 38
4.1.5. Years of working experience ............................................................................................................. 39
4.2. Customer loyalty market segmentation on sales performance ............................................................. 40
4.3. Geographic market segmentation on sales performance ....................................................................... 43
4.4. Demographic market segmentation on sales performance ................................................................... 47
4.5. Benefit sought market segmentation on sales performance ................................................................. 50
4.6. Psychographic market segmentation on sales performance ................................................................. 52

CHAPTER FIVE ........................................................................................................................................ 55
5.0. Introduction ........................................................................................................................................ 55
5.1. Discussion of findings ............................................................................................................................ 55

CHAPTER SIX ........................................................................................................................................ 57
6.0 Introduction ........................................................................................................................................... 57
6.1. Summary of findings ............................................................................................................................ 57
6.1.1. Findings from demographic characteristics ....................................................................................... 57
6.1.2. Effects of customer loyalty market segmentation on sales performance ........................................ 59
6.1.3. The influence of geographic market segmentation on sales performance ....................................... 60
6.1.4. Role of demographic market segmentation on sales performance .................................................. 62
6.1.5. Effect of benefit sought market segmentation on sales performance .............................................. 63
6.1.6. Influence of psychographic market segmentation on sales performance ........................................ 63
6.2. Conclusion ........................................................................................................................................... 64
6.3. Recommendation ................................................................................................................................. 64
6.4. Suggestions for further study ................................................................................................................ 64
LIST OF TABLES

Table 1: Distribution of sample size .............................................................. 31
Table 2: Level of education of respondents .................................................. 37
Table 3: personal monthly income of respondents ....................................... 38
Table 4: Distribution of income of respondents below 1 million .................. 39
Table 5: years of working experience of respondents ................................... 40
Table 6: Repetition of purchasing in customer loyalty market segmentation .... 41
Table 7: Brand advocacy in customer loyalty market segmentation ............... 41
Table 8: Customer experience in customer loyalty market segmentation ....... 42
Table 9: customer loyalty on sales revenue ................................................ 42
Table 10: customer loyalty on customer retention rate .................................. 43
Table 11: Customer loyalty on number of net new account ......................... 43
Table 12: Usage of location in geographic market segmentation .................. 44
Table 13: Urbanity in geographic market segmentation for sales performance .. 44
Table 14: Language in geographic market segmentation for sales performance ... 45
Table 15: Climate in geographic market segmentation for sales performance .... 45
Table 16: Geographic segmentation on sales revenue .................................. 46
Table 17: Geographic segmentation on customer retention rate ..................... 46
Table 18: Geographic market segmentation on net new account ................... 47
Table 19: Usage of age in demographic market segmentation for sales .......... 47
Table 20: Gender in demographic market segmentation for sales ................ 48
Table 21: Ethnicity and religion in demographic segmentation for sales .......... 48
Table 22: Demographic market segmentation on sales revenue .................... 49
Table 23: Demographic market segmentation on customer retention rate ....... 49
Table 24: Demographic market segmentation on net new account ............... 50
Table 25: Needs and wants in benefit sought market segmentation ............... 50
Table 26: Benefit sought on sales revenue .................................................. 51
Table 27: Benefit sought on customer retention rate .................................... 51
Table 28: Benefit sought on net new account ............................................. 52
Table 29: Social status in psychographic market segmentation for sales ........ 52
Table 30: Personality traits in psychographic market segmentation for sales .... 53
Table 31: Psychographic market segmentation on sales revenue ............................ 53
Table 32: Psychographic market segmentation on customer retention .................. 54
Table 33: Psychographic market segmentation on net new account ..................... 54
LIST OF FIGURES

Figure 1: Conceptual Framework of the study.......................................................... 28
Figure 2: Gender of respondents............................................................................. 34
Figure 3: Age of respondents .................................................................................. 35
Figure 4: comparison of young with old employees................................................. 36
CHAPTER ONE
PROBLEM SETTING

1.0. Introduction
This chapter aims to show what the research is about and how it was conducted. This chapter consists of background of the study, the research objectives, the research questions, and the significance of the study, the scope of the study and limitations of the study.

1.1. Background of the study
Bowen (1998) describes market segmentation as the actual process where a business personnel or marketer identifies segments of market then dividing the wide customer base into small groups or sub-groups that consist of prospective and existing customers. According to Davis (1987), market segmentation can be explained as a process that is consumer-oriented and that it can be practiced to almost any kind of market. In segmenting or dividing markets, researchers normally look for mutual characteristics like common interests, common needs, common demographic characteristics or similar lifestyles.

Beane & Ennis (1987), sate that marketing segmentation is one among the strategic methods that researchers use to gather information. Beane & Ennis (1987) further explain that marketing segmentation is the most used method of strategic approach for customizing services and products. According to Beane & Ennis (1987), in order to customize services and products a marketer has to rely on information and knowledge about the targeted customer so as to build strong relationships. So as to provide customized services a marketer is required to understand different kinds of customers through having the information and knowledge like responsiveness to marketing efforts and purchasing patterns of customers (Beane & Ennis, 1987)). Segmentation is one of those methods to acquire that knowledge and information.
Dickson & Ginter (1987) argues that a company has to set marketing segment that are large enough to meet their financial needs and its product. Segments can be chosen according to psychographic, demographics, geographic location or behavior. In the process of segmentation, the company should consider the reachability of the segment in promotional means (Dickson and Ginter, 1987). Customer loyalty, customer satisfaction and customer retention are the crucial intermediate objectives companies to successfully achieve liberalized markets (Dickson & Ginter, 1987). This is to show that marketing segmentation is a method that companies are most likely to use to strive in a competitive environment that results from slow growth of markets. In such cases marketing segmentation will be implemented so as to maintain market share through retaining their current customer’s rather than trying to get new customers. In the process of improving retention, companies engage in a variety of actions that also include customer satisfaction programs, customer loyalty (Sasser et al 1994) and customer complaint management (Fornell & Wernerfelt, 2003). According to Speed and Smith (1992) the application of segmentation in a company improves customer loyalty, customer satisfaction and customer retention.

According to Rust et al (1995) market segmentation is important because it helps to determine the way to operate according to customer demands. Rust et al (1995) further explain that the primary goal of market segmentation is concur and retain the customers. Business men in any company should put efforts in acquiring new customers but should also focus on how to keep those customers; this can be achieved through market segmentation (Rust et al, 1995). Despite this, industries have been not been active in using marketing segmentation into their advantage.

The literature of marketing in the last four decades has been absorbed in the concept of segmentation. According to Yankelovich & Meer (2006) for a long time companies have been trusting on marketing segmentation as a tool that can help them to effectively sell their services and products if it is properly applied because it enables them to get more information about their customers.
Recently, more of marketing literature has looked at segmentation at a new perspective by narrowing it and centering on individuals rather than a homogenous group or a segment (Rust & Kannan, 2003). This trend has developed in the last decade, resulting in customer-centered orientation as the focus of market research from product-centered orientation (Rust & Kannan, 2003).

Dent (1991) in his study, it showed that mass marketing was the trend in the 1960s and by 1970s researchers began to focus at market segmentation. In the years of 1980s, companies began to concentrate in niche marketing and in 1990s it concentrated on individual marketing. The trend of individual marketing existed to 2000s and longer. Hyatt (2005) customization or individualization trend is also apparent in businesses in the electronic environment, changing specific paradigms from traditional e-commerce to e-service (customer-centric concept), such as from commodities to customization, from mass marketing to one-to-one marketing, and from brand equity to Customer Equity (Rust & Kannan, 2003).

In the ongoing years, researchers have been evaluating marketing segmentation with other marketing programs to find out if other marketing programs are as effective as using marketing segmentation. A large number of business personals believe that marketing segmentation is the most effective than other marketing programs however this belief it is unclear despite decades of market research because it is not easy to collect relevant and complete information about market segments (Yankelovich & Meer, 2006).

1.2. Statement of the problem
According to studies by different scholars like Sasser et al (1994), Rust and Kannan (2003) and Yankelovich and Meer (2006) have stated that market segmentation is important because it helps to determine the way to operate according to customer demands. This helps the marketer to improve sales performance. Many researches have been done to elaborate market segmentation and scholars have implied that the five basis of market segmentation (geographical, demographic, behavior, benefit sought, psychographic and consumer loyalty) are reliable tools for marketers to
influence sales, investigate and measure on the possible sales performance that a company will achieve.

However, despite the existence of many studies on market segmentation, scholars have not focused or directly shown the influence of the five basis of market segmentation (geographical, demographic, behavior, benefit sought, psychographic and consumer loyalty) towards sales performance making this belief unclear despite decades of market research.

In response to this problem, this study has investigated on the bases of marketing segmentation (geographical, demographic, benefit sought, psychographic and consumer loyalty) as the knowledge gap on the role of marketing segmentation on sales performance.

1.3. Objectives of the study

1.3.1. General objectives of the study
The general objective of this study is to find out the role of marketing segmentation on sales performance.

1.3.2. Specific objectives of the study

i. To find out the effect of customer loyalty in market segmentation on sales performance

ii. To find out the influence of geographic market segmentation on sales performance

iii. To find out the role of demographic market segmentation on sales performance

iv. To find out the influence of psychographic market segmentation on sales performance

v. To find out the effect of benefit sought market segmentation on sales performance
1.4. Research questions

i. What is the effect of customer loyalty in market segmentation on sales performance?

ii. What is the influence of geographic market segmentation on sales performance?

iii. What is the role of demographic market segmentation on sales performance?

iv. What is the influence of psychographic market segmentation on sales performance?

v. What is the effect of benefit sought market segmentation on sales performance?

1.5. Significance of the study

This study intends to help marketers to know how effective is marketing segmentation to sales performance. The study has also identified which basis of marketing segmentation serves best sales performance. Also the study has added literature on the role of marketing segmentation on sales performance and the study has provided the researcher with skills through interaction and questioner.

1.6. Scope of the study

This study is focused on the role of marketing segmentation on sales performance, a case study of AZAM- Bakhresa Company. The study was conducted in Dar es Salaam Tanzania; because it is where AZAM industries are located.

1.7. Limitations of the study

This study has faced the following limitations:

- Time, this was the major limitation that this study faced. The time to conduct this study was limited according to the rules and regulations of Mzumbe University. In order to overcome this limitation the researcher had to speed up data collection and analysis so as to complete the study

- Access to local empirical literature, this is another limitation that this study faced. There is a lot of empirical literature on market segmentation from abroad than from Tanzania, hence in one way or another might not relate to
segmentation strategy of Tanzanian companies. To overcome this, the researcher put effort as much as possible to find local empirical literature.

1.8. Organization of the study

This thesis consists of five chapters that are:

- Chapter one shows the background of the study, the statement of the problem, the research objectives, and the significance of the study, the limitation of the study and the organization of the study.
- Chapter two presents the conceptual definitions, the theoretical literature, the empirical literature, the research gap and the conceptual framework.
- Chapter three shows the research design, the study area, target population, sampling technique and sample size, source of data, data collection method, validity and Reliability of the Instruments, data analysis Procedures, variables and ethical Issues.
- Chapter four presented the findings of the study. It will also analyze and discuss the findings of the study based on the objectives of the study stated in chapter one.
- Chapter five has concluded the study. It will provide a general conclusion from the findings.
CHAPTER TWO
LITERATURE REVIEW

2.0. Introduction
This chapter intends to show the conceptual definitions, theoretical literatures that have been discussed by several scholars, the empirical literatures from different studies, research gap and conceptual frame work.

2.1. Definition of key variables
2.1.1. Concept of market segmentation
Dickson (1982) defines marketing segmentation as the process where a business personnel or marketer divides the market into segments or groups of potential customers according to their difference in characteristics. Marketers create segments of consumers that will definitely respond to the strategies designed and these consumers share similar traits like needs, location and interests (Davis 1987). Bowen (1998) defines marketing segmentation as the actual process where a business personnel or marketer identifies segments of market then dividing the wide customer base into small groups or sub-groups that consist of prospective and existing customers.

According to Boyd & Massy (1972) market segmentation simplifies the focus for marketers on what is necessary, it simplifies personalization of campaigns and it simplifies the grouping of consumers with similar traits so as to specifically target the audience in a cost effective method. Davis (1987) states that, market segmentation can be practiced to almost any kind of market and in segmenting or dividing markets, researchers normally look for mutual characteristics like common interests, common needs, common demographic characteristics or similar lifestyles.

In market segmentation potential customers are divided into segments and different groups because of their similarity in traits (Chen, 2003). The group members have similar traits or and they regularly tend to have more than one feature that is mutual among them. According to Bowen (1998) there are various reasons why market is segmented. One of the major reasons marketers segment market is because they can
create a custom marketing mix for each segment and cater them accordingly (Bowen, 1998).

Market segmentation combines potential buyers into segments or groups with similar needs (Armstrong & Kotler, 2008). These groups will respond similarly to the designed marketing plan or action. Marketing segmentation helps companies to reach different categories of the targeted customers who identify the value of services and products differently from one another. Armstrong & Kotler (2008) further discuss that market research is extended through market segmentation for the purpose of identifying the targeted customer’s so as to modify brand and product in a manner that will attract that targeted group of customers. Marketing segmentation is aimed to identify which product has the best chance to capture the attention and gain share of the targeted market, it also identifies the best method to deliver the service or product hence risk minimization.

According to Kotler (2001) each segment of market created is unique. Different criteria’s are used by marketers to create a market segment for their service or product. After clearly understanding the customer lifestyle, needs, personality and demographics, marketers approach each of the segments accordingly and differently. When segmenting markets or dividing them, a researcher looks for similar traits like common needs, shared interests, shared life style or common demographic profiles. The major aim of market segmentation is to identify the market that will bring profits and has potentiality in growth. Business-to-business marketers are most likely to segment their market in to different types of countries or business while the business-to-consumer (B2C) marketers are more likely to segment according to life style, demographic, behavioral segments or another meaningful segment.

According to Best (2004), market segmentation assumes that different market segments require different marketing programs – that is, different offers, prices, promotion, distribution or some combination of marketing variables. Apart from being designed to pick the profitable segment in market, market segmentation is also designed to advance profiles of the key segments so as to their purchase motivations
and needs. The objective of market segmentation is to reach customer expectations in the targeted group through creating a marketing mix that will match their needs. Many companies break down the demands of its customers into segments and select those that they will be best furnished to handle. This is because the total market is too large to supply their total needs.

Yankelovich (1964) explains that market includes all people who are willing to buy a product and it also involves the volume to buy a service or product. According to Yankelovich (1964) services or product markets are normally heterogeneous father and less of the homogeneous form of customers. Yankelovich (1964) further explains that market segmentation is focused based on the point that the market is built with different customers that will respond differently to a marketing program. Therefore, potential customers will be divided into small groups or segment so that each segment differs from the other. However all targeted customers in each sub group or segment have shared characteristics.

According to Singh A. (2010), the major purpose of market segmentation is identifying the specific needs and different kind of customers. By knowing this a marketer can appropriately design a mix of services and products that will be offered to the different type of customers to satisfy their needs. In this era of strong competition of companies in acquiring mass market, prosperity of individual sellers can be assured by focusing on specific market segments.

2.1.1.1 Benefits of marketing segmentation

Why marketing segmentation?

For marketing to have great impacts then a company should work the hardest it can. It is not easy for accompany to succeed in an area with stiff competition on mass market. In such areas costumers constantly change their opinions on products because of competition. When a company choses to focus on segments then it can easily match the needs of that segment. A firm is more likely to succeed and focus on its resources if it practices market segmentation. Brand, product and marketing managers are frequently asked to add up their profit on investment. They are continuously
looking for and researching on information about markets, and finding out new methods to approach markets. Here is where market segmentation takes on.

**Divide and conquer**

According to Kotler (2001) divide and conquer is a marketing strategy that divides the targeted market to small groups of customers, countries or business that have or perceived to have similar needs, priorities and interest. According to Dickson and Ginter (1987) divide and concur helps the marketer to understand the differences that exist between his customers and specific needs of each customer. Armstrong & Kotler (2008) discuss that market segmentation bases the division of prospects having the highest potentiality to become customers and increase revenue. Companies who segment their markets match their strengths and offerings to the groups of customers most likely to respond to them.

- Differentiate services and products to reach customer desires and needs.
- Design or sometimes redesign new services and products to reach the market needs.
- Make developments in existing services or products and discover hidden needs
- Select and focus on the segment that responds the most comparing to others, understanding and focusing on the desires of best customers make you a leading marketer.
- Marketing mix should be targeted to customers that will mostly want to buy the service or product.
- Identify buying motives and behaviors for products.
- Identify least and most profitable customers.
- Dodge unprofitable markets.
- Decrease brand switching and increase brand loyalty.
- Learn more on competitors to makes you effective
- Improve competitive positioning so as to be different from competitors and become accurate.
• Compete in narrow defined market so as to reduce competition and establish a niche.
• Refine your pricing to maximize revenue.
• Search for markets where your price can be increased.
• Improve marketing resources to get more returns on investment.
• Focus and match your activities to things you can do effectively and profitably. When segmentation is done right, you get the highest return for your marketing expenditure.

2.1.1.2. Conditions of effective marketing segmentation

Identifiability
It is the managerial ability of practice to know the customers belonging to specific segments. In order to be able to perform this managerial ability, there has to be enough resources for information, availability of measurable, reliable and valid criteria like measurable variables that can be applied as basis to differentiate customers into suitable distinguishable segments (Yankelovich and Meer, 2006).

Accessibility
This is the level to which a company is capable to reach the targeted market through distributional and promotional efforts (Yankelovich and Meer, 2006). It can also refer to the accuracy and availability of information that is used in the selection of the mediums of communication for promotion (Blattberg and Sen, 1974). It can also refer to the accuracy and availability of useful information that will determine the right distribution channels (Yankelovich and Meer, 2006).

Responsiveness
This describes the level that the segments uniquely give feedback to marketing efforts (Yankelovich and Meer, 2006). It is an essential conceptual condition to effective strategies of segmentation since differentiation of response can only be effective if each created segment is homogeneous within however unique on response to marketing efforts than other segments (Yankelovich and Meer, 2006).
**Action ability**

This is criteria of responsiveness and it addresses the levels that the targeted segments guided to the decision making of effective use of marketing instruments Therefore, in action ability it is required for marketing segments to be designed effectively (Yankelovich and Meer, 2006). In addition it refers to the ability of the company to implement marketing actions that are needed in delivering superior value so as to satisfy customer desires and if those actions relate to core competence and goals of the firm (Yankelovich and Meer, 2006).

**Stability**

This is necessary in mart segmentation. Enough time is needed for designing, for implementing and benefiting from a marketing strategy (Yankelovich and Meer, 2006). If the targeted segment changes too fast, e.g. in terms of composition or behavior, marketing efforts are not very likely to succeed since the ground for the marketing efforts is likely to be vanished (Yankelovich and Meer, 2006).

**Substantiality**

This is about how large enough is a market segment to sufficiently make profit (Yankelovich and Meer, 2006). Substantiality specifically focuses of the amount of profit that a company will get after focusing on a specific segment Rather that the costs that it will use to deliver a service or product to its target market. Therefore the challenge for the company is to determine the right precision level of the segmentation. Example: to know the amount of segments.

2.1.1.3. Bases used to segment consumer market

**Geographic segmentation**

One of the oldest ways to segment market is geographical segmentation. This method of segmentation believes that people who live in different geographical location differ in needs. The geographical segmentation method divides market to units like states, nations, regions, cities, countries or neighborhoods. Companies customize their services according to the difference in geography however they might choose to operate in all of them (Kotler and Armstrong, 2008)
Demographic segmentation
This is another widely used customer segmentation technique that uses demographics. Demographic segmentation is the division of consumer market into small groups. These groups are based on variables like gender, age, family size, income, family life cycle, occupation, religion, education, generation, race and nationality (Kotler and Armstrong, 2008).

The costs of demographics are relatively low and the scheme has gained popularity it can be measured with simplicity and varies closely to usage rates and customer needs. However, the variables in demographics must be carefully handled.

Psychographic segmentation
The psychographic segmentation method means dividing the customer market into groups based on different psychological traits of customers such as life style, social class or personality. Marketers understand that in order to motivate or attract a specific group of customers it is important to know what are the values of their customers, how those and what are their attitudes. Psychographic segmentation has the power to identify the basic attitudes and beliefs that affect customer behavior in different situations (Kotler and Armstrong, 2008).

Brand loyalty or Customer loyalty
The products market may also differ on grounds of user’s status. Always there will be non-users and users of the service or product category. There are various types of users such as frequent brand switchers (FBS), category users (NCU), other brand switchers (OBS), brand loyal users (BL) and other brand loyal (OBL). To any of these five groups a potential brand buyer can belong. These groups define the potential buyer and are mutually exclusive.

Benefits sought
Kotler and Armstrong (2008) say that some markets are segmented to serve that customer who seeks for benefits when using a product. The advantage of this strategy is that the product is design to give the customer all the benefits he or she want
unlike other products from other companies that are in the market that do not have all those benefits. Customers seek for different benefits from a product. Marketers tend to select some products then communicate them to their customers through promotional programs.

2.1.1.4. Steps of marketing segmentation

According to Charles W. Lamb and Carl McDaniel (2003,) the following are the steps of market segmentation

1. Selecting a product or market category to study. This might involve a market that the company has already engaged in but there is a new related product or market category or a completely new one.

2. Choosing the bases or basis to segment market. Creativity, market knowledge and managerial insights are required in this step. Though there are no specific procedures in choosing segmentation variables, a segmentation plan has to produce segments that meet four main criteria to be successful. Those criteria’s are: identifiably, substantiality, responsiveness and accessibility.

3. Selecting segmentation descriptors. After selecting the bases, a marketer has to choose the segmentation descriptors.

4. To profile and analyze segments. Analysis has to involve segment’s size, purchase frequency, expected growth, brand loyalty, and profit potential, current brand usage also long-term sales.

5. Selection of target markets. This step is not a part of the segmentation process but a natural result of it. It is a major decision that affects and often directly determines the appropriate marketing mixes”.

2.1.2. Concept of Sales Performance

Rotich (2016) defines sales as the action of selling something like a service product or ideas. It also involves the number of services or goods that are sold on a certain point in time. Sales Volume is the way to measure the amount of product sold, it is usually in form of crates or cartoons of the sold product on a certain point in time. This is normally with products but can also be used in service companies. Cavusgil &
Zou (2004) explains that sales performance measures the results of a company’s operations and policies in monetary terms. These results are reflected in the firm’s return on investments on assets, value added among others.

According to Rotich (2016) sales performance shows the volume of sales gained in a predefined time contrasted to that of predetermined level of sales. In any organization, successfully gaining a high number of sales is the key or major goal of a company. Sales performance is intellectualized to combine both the behavioral and result measurements (Cavusgil & Zou, 2004). Sales representatives situate to execute, have dependably seen sales results as a proof for their behavioral execution. Therefore between sales performance and occupation association segment a positive relationship is found to exist (Cavusgil & Zou, 2004).

In the current environment of market there exists a lot of competition, an organization or company that does not effectively and efficiently gather knowledge and information about its customer will definitely fail to strive in a competitive market. An organization has to be more idealistic on open doors for development and higher sales.

2.2. Theoretical literature
According to the objective of the study, PESTEL analysis, Porters five forces, The 7 P’s of marketing mix, SWOT analysis and consumer decision making process are the theoretical literatures for this study. These theories are picked because in order for a marketer to successfully segment market or create a good segmentation plan he has to study his environment, know the position that his product will have in the market and understand his customers. The theories explained below are crucial in creating a successful marketing strategy hence provide reliable information in market segmentation.
2.2.1. PESTEL analysis

According to Johnson and Scholes (2011) this theory states that in order for a business to survive in a competitive environment it has to consider political, social, economic, legal, environmental and technological factors. According to Johnson and Scholes (2011), PESTEL is used to analyze micro environment of an organization and it identifies the key motivators of macro-environment. This theory indicates to the study that in the process of geographic segmentation a marketer is able to understand the environment he is planning to engage with.

In PESTEL analysis Political are such as government policies and taxation, social analysis are like lifestyle, income and population, economic analysis involves personal disposable income and exchange rates, technological analysis includes things like technological development and discoveries environmental analysis includes green factors like forestry regulations and legal analysis includes laws and regulations.

According to Johnson and Scholes (2011) a marketer uses these key drivers to construct alternative scenarios with regard to environmental change. Hence the theory indicates to the study that by doing so a marketer is able to create an effective marketing strategy that segments his customers according to their environmental demands therefor an effective market segmentation plan is created.

2.2. The seven P’s of marketing mix

James and Francis (2002), state that the theory of the seven P’s of marketing mix are a combination of factors that guide a market to create or design an effective marketing strategy to communicate to his customers, promote his product and persuade his customers to buy his product. The seven P’s are: price, place, people, product, promotion, process and physical evidence. The theory indicates to the study that by knowing the seven P’s of marketing mix, a marketer is able to design a communication plans that relate with his market segments example an advert that will persuade those targeted customers he segmented.
2.2.3. SWOT analysis
Kenneth and Donald (2007), describes theory as the tool that marketers use to understand the environment and potentiality of their product. SWOT analysis refers to strength, weakness, opportunity and threat. The theory indicates to the study that a marketer is able to segment his market through SWOT analysis because it gives a marketer with that ability to analyze strategic capabilities of the product and gives the organization an opportunity to obtain competitive advantage.

2.2.4. The consumer decision making process
According to Belch and Belch (1998) the consumer process of decision making has been theorized into five steps that are: Need recognition, information search, evaluation alternatives, purchase decision and post purchase decision. The theory indicates to the study that by knowing the consumer decision making process, a marketer is able to design a communication plans that relate with his market segments example a message that will persuade those targeted customers he segmented.

2.2.5. Porters five forces
According to Porter (1985), this theory of the porters’ five forces is used by marketers to understand the environment in which they intend to concur market. It talks of threat of substitute, supplier power, buyer power and threat of new entrants and the extent of rivalry between competitors. The theory implies to the study that understanding the environment is a system that guides a market to create an effective and efficient segmentation plan because it provides the organization with different behaviors that customers have and will identify the different behaviors that customers are likely to have concerning their product.

2.3. Empirical literature
Market segmentation is a philosophy in a form of customer orientation. This technique is designed to effectively recognize the difference among customers. Market segmentation is a system to guide marketing strategy (Weinstein, 2006).
Weinstein (2006), in his study he revealed that providers of services are able to know who the most potential or better customer is through demographic, psychographic, behavioral and geographical research. This information is useful because it helps the service provider to create an effective marketing strategy since he has already determined and understood the typical user. Weinstein (2006) in his study he further explains that in order to gain and retain large shares in business the service provider has to clearly understand the purchasing pattern of his customers. When the shares of customers in the company increase; there will be an automatic impact on profit and market share.

Weinstein (2006), states that when it comes to evaluating loyalty and usage patterns, the analysis of recent, frequency and monetary value is useful. Regency is the final service encounter, frequency is how often the company does or customer experiences occur and monetary value shows the amount a customer has spent, committed or invested for the company’s service and product.

In the study by Weinstein (2006), findings show that all potential customers of a service or product are not the same. The study shows that customers differ in their lifestyle, consumption behaviors so as patterns of using and buying. From this perspective one strategy will not capture every customer’s interest and attention, therefore it is essential to divide customers into groups or segments so as to reach customer expectations and satisfaction.

In the study by Gunter and Furnham (1992), findings show that market segmentation should be created considering both resources and objectives of a firm and also the differences existing among targeted customers. Psychological traits are regularly used to add information, when demographic and geographic traits have not supplied adequate information on customer behavior (Gunter and Furnham, 1992). There are two major types of psychological variables obtained which are: life style and personality profiles.
According to (Hogan et al., 2002), in his research findings showed that direct marketing does not have effective impact on maximizing value of from customers because it does not consider operational issues like product quality, customer service or pricing.

According to Brower and Speh (2000), in studying market segmentation they developed a model that evaluates supply chain performance through balance scorecard because they argue that market segmentation is a form of process that divides customers into groups that are homogenous having similar characteristics like lifestyle, buying habits and food preferences.

Study by Betchel and Jayaram (1997), state that integrated measures of market segmentation that are cross functional must be used to avoid optimization in the marketing chain in some point without thinking of possible consequences that are likely to occur in other points of the marketing chain. According to Betchel and Jayaram (1997) many organizations have failed to maximize the potentiality of their supply chain because of frequent failure to develop metrics and performance measures that are needed to integrate supply chain so as to maximize efficiency and effectiveness.

Smith (1956), states that there are two different angles of product policy that are product differentiation and market segmentation. According to Smith (1956), product differentiation are the decisions of product relatively taken only for the firms competitors while market segmentation are the decisions of products after characterizing and studying variety of wants in the market. This rotates around a pursuit for sets of consumers from general population, or sometimes also customers, with comparable within groups or dissimilar cross group reaction.

Smith (1956) explains that customer segmentation and market always is a process of continuity that brings out mixed sets in a group of similar segments or markets. The effectiveness of segmentation keeps improving because the process keeps being
narrowed down to bring heterogeneity in the homogenous groups with number of repetitions.

Study by Kamakura and Russell (1989) in statistical techniques issued for market segmentation that is conducted by sales canner for data to make implication about attribute importance and brand preference revealed that segmenting customers by responsiveness or shopping behavior elements of marketing mix may seem out of touch in today’s potentiality of mining for data base. Knowing how and where prospects shop is an important hint in market definition but not in market segmentation. Peacock (1998) categorizes potential uses of data mining in the area of marketing such as customer retention, customer acquisition abandonment so as analysis of market basket.

Kara and Kaynak (2009) state that market segmentation intends to divide customers; this means dividing individuals having similar characters into groups or segments. Therefore market segmentation is creating homogeneous segments for marketing purposes. The benefit of adopting the concept of market segmentation by practitioners and academics is the improvement of techniques to detect customer behavior, improvement in the ability to exploit and identify opportunities of new market for sales benefit and ability to fully understand a particular market.

As it is implied by Kotler et al (2001) the ability to divide segments of market into potential buyers with variety of responses to changes of marketing mix is likely to be very beneficial to those interested in influencing consumer demand for a specific service or product. The effectiveness of segmentation depends on segments that are accessible, measurable, actionable, substantial and differentiable. According to Kotler et al (2001) a measurable segment is the one that its size and the purchasing power in relation can be quantified.

According to Kotler et al (2001), accessibility in segments refers to its ability to be reached by the marketing entity and effectively served. Substantial of segment refers to its largeness and that it is profitable enough for the marketing entity to create
strategies of marketing mix that differ with strategies created for other group of segments. Actionable in segment is the ability of the marketing entity to be able to design strategies and implement those strategies for the segment. Differentiable in segment refers to the different response of different market stimuli.

Study by Hoekstra et al (2001), argue that market segmentation in a natural level seems to be worth in aspects of improving sales and revenue. For example candy sellers would make a profit if they targeted children because it is the most likely group to be interest in candy than adults. But strategies of market segmentation go beyond rational thoughts intending to get competitive advantage over competitors by identifying and providing its customers with their desired need effectively.

Exercises of complex market segmentation use a large number of variables of customers as the foundation of segmenting markets. Sophisticated statistical analysis is then adapted to segment customers together in relation to the variables. The problem that occurs in particular segmentation studies is actually how to select segment of market from countless possible approaches also how to select statistical technique that will be suitable in providing required information to support market segmentation.

Researches show that selection of the final choice of variables in segmentation is the classification of data that has no statistical or mathematical guidelines and that reflects the judgment of investigators relevant to the classification purpose. However assumptions and subjective decisions inherited in studies of segmentation do not prevent the potential usefulness of the studies so as to gain improved knowledge of key factors that influence the choice of products of customers.

Singh (2011) conducted a study on market segmentation on companies looking at the past and future role. This study looked segmentation basis and advantages to the companies that were studied in his work. The study stated that in marketing strategies people think of the 4P’s (People, Product, Processes and Physical Evidence). The study also states that in market segmentation focus is put on identification of the
targeted market, Singh (2011) highlights that market segmentation is important, he also highlights that customers of services or goods cannot relate in the same group. The link that exists between segmentation and marketing mix discussed by Singh (2011) is a new idea and innovative. Without discussing the essence of marketing mix and segmentation as strategies of their own, relationship between marketing mix and segmentation is established.

According to Assael and Rossie (2006) in literature it is indicted that market segmentation consists of two schools of thought that is behavior oriented school and decision oriented school. Assael and Rossie (2006) state that the behavioral oriented school of thought is focused on the documentation and identification of general variances that exist among market segments. These variances can lead to understanding about the process of behavior in consumers. According to Assael and Rossie (2006) the decision oriented school of thought focuses on how the marketer can use the differences that exist among market segments to increase productivity. Assael and Rossie (2006), state that when it comes to practice, the two schools of thoughts are not mutual despite that they connect in many market segmentation studies. Example in studies that aim to contribute to theories of behavior they are often driven by a normative difficulty. Equally, the decision oriented school of thought can end up contributing to market segment through providing general knowledge. According to Boyd et al (2002) many researches have been conducted on customer segmentation the use of decision and behavior oriented approach.

Equally, to the decision and behavioral orientation school of thoughts they can be very productive and advantageous to any market segmentation strategy for any business in concurring customer market. In the future case, companies or organizational management should base on the differences between customers (the selection behavior in products or brand, or customer perceptions of quality provided), also the impact that arise from these differences that have been identified from their response as a result of the marketing program. Therefore, Boyd et al (2002) state that segmentation analysis and strategy adopted should consider decision and behavior oriented school of thoughts.
Study by Frank et al (2003) that sought to identify the major differences existing between the customers of Kenya banking services, looking at their perception regarding the importance of banking services and selection behavior, the study revealed that market segmentation as a strategy leads to the allocation of resources in a heterogeneous market. The study also revealed that market segmentation identifies segments, heterogeneous response, allows refinement and evaluation of banks in marketing strategy.

Study by Smith (2004) implies that the effectiveness in strategy and process of market segmentation depends on identifying segments that are actionable, substantial, stable, accessible and measurable. Smith (2004) argues that organizations try segmenting their customers through identifying groups that have homogeneous need structures as much as possible within every group and heterogeneous significance between them.

Kotler (2001) states that groups divided in the market segmentation process are addressed in a designed manner and standardized strategy. According to Kotler (2001) the objective of the process is to allocate marketing resources and satisfy the needs of customers in an individual level as much as possible. Kotler (2001) further explains that grouping customers having similar buying behavior and needs into segments so as to reach them with a suitable marketing program is the major aim of market segmentation.

Study by Speed and Smith (2014) indicates that the concept of market segmentation intends to fill the gap that exists between limited resources of a company and diverse needs of customers. This is achieved by encouraging market offerings and distinct products to be created to fulfill the needs of different segments of customers. The marketing literature suggests that segmentation leads to more satisfied customers, because it offers the practitioner a number of clear benefits: improved understanding of customer needs, more appropriate resource allocation, clearer identification of market opportunities, and better tuned and positioned marketing programs.)
Despite the attention which the literature has given to the application of segmentation in financial services, the implementation aspect and problems associated with it have been identified as key areas for further research (Speed & Smith, 2014). Similar sentiments are expressed in other areas of the marketing literature, especially with the apparent prevalence of implementation problems. For example, in the industrial marketing literature, Blattberg et al. (2001) express concerns about the managerial usefulness and practical ramifications associated with segmentation. More recently, Brown (1990) identify missed opportunities resulting from unsystematic and inappropriate grouping of customers.

Although these concerns originate in a different part of the literature, the links with issues raised by Speed & Smith (2000) seem almost uncanny. These sentiments also arise in work, the degree to which many managers understand and implement the segmentation concept. When taken as a whole, the literature seems to indicate that there may be a number of barriers which inhibit the successful implementation of the market segmentation process. For example, existing distribution systems, unsuitable organizational structure and existing relationships with suppliers and intermediaries may all make modified or new segmentation approaches difficult to implement. The consensus seems to be that success is more likely when segmentation programs are implemented which are sympathetic to organizational characteristics, deal realistically with the current market situation, and yield easy to interpret segments.

The concept of segmentation in marketing recognizes that consumers differ not only in the price they will pay, but also in a wide range of benefits they expect from the product (or service), and its method of delivery (Doyle, 2009). In this regard, there are limitations in the traditional approaches to segmentation, especially with respect to financial services. Geographic segmentation calls for dividing the market into different geographical units such as local town, region or country as a whole. However, the nature of the financial services industry is such that banks, building societies and insurance companies cannot discriminate in terms of locality or region. For one thing, under the influence of technological innovation, definitions of market
boundaries keep on changing. For example, by using a plastic card or telephone banking, one can transact business from anywhere in the country, and in many cases from anywhere in the world, without visiting a branch office. Moreover, differences in preference and purchase patterns for financial products/services do not appear to emerge along regional lines, thereby removing the usefulness of geographic segmentation.

Demographic and socio-economic segmentation, based on age, sex, marital status, income, occupation, education, religion, social class and so on, assumes these variables have an influence on consumer behavior, and that they can therefore be used as proxies for direct needs analysis. Demography refers to the vital and measurable statistics of a population (Speed and Smith, 2000). It helps to locate the target segment. However, there has been much discussion in recent years about the role of such variables as determinants or even correlates of consumption behavior. A number of researchers have expressed skepticism that such variables can be used effectively (Assael and Rossie, 2006). According to these authors, there are some undeniable demographic patterns to purchasing, such as those razor blades are purchased mainly for men (but not always by them). However, except for specific products aimed directly at specific socio demographic groups, evidence indicates that demographic measures, outside of education, are not an accurate predictor of consumer behavior.

Psychographic segmentation can be based on social class, lifestyle, or personality variables (Kotler, 2001). Social class segmentation, which often determines social class simply by averaging the person’s position on several status dimensions (Assael and Rossie, 2006), ignores the inconsistencies which arise from an individual ranking high on one dimension (such as income), but low on another (such as education). Also, the assumption that a person’s social class is stable ignores the effects of mobility. Moreover, the further supposition that an individual identifies only with the social class in which he/she is categorized ignores reference group effects from other classes. The common practice of measuring the social class of an entire family via the characteristics of the adult male wage earner alone overlooks characteristics of other family members, particularly the employment and education of the adult female.
Opinions differ concerning which procedures are best for identifying social classes. Indeed, social class may not always be a relevant consideration in segmentation. But when it is, it can be more effective when used in conjunction with other approaches.

The approaches to market segmentation discussed so far are useful to locate and describe target segments. However, they suffer from the underlying disadvantage that all are based on an ex post factor analysis of the kinds of people who make up specific segments of a market. With these methods, we never find out what causes the segments to develop, nor does buying behavior determine membership of a segment. We first identify the segments, and then look at the segment members’ behavior, instead of first identifying a certain kind of behavior, and then finding out what kind of people are grouped in the segment. Clearly, the way we go about the task will determine the nature and content of the segments identified, and will influence our marketing strategy.

The disadvantages of other methods can be overcome by using benefit segmentation, a form of behavioral segmentation. Its proponents argue that the benefits that people seek constitute the basic reason for purchase, and therefore form the proper basis for market segmentation (Assael and Rossie, 2006) go so far as to call it a “powerful form” of segmentation. Marketing and advertising executives constantly attempt to isolate the particular benefit or benefits that they should communicate to consumers, for example, Merrill Lynch’s concentration on financial security. Merrill Lynch’s pioneering Cash Management Account, launched in 1978 and integrating brokerage, credit/debit card, and banking with the aid of a sophisticated computer system, still retained market leadership in 1985. Knowing consumers’ level of interest in alternative benefits is important in shaping, and perhaps changing, a company’s product portfolio. Moreover, such knowledge is helpful in predicting the attention that will be paid to advertising copy developed around those benefits. Thus, benefit segmentation can be used not only to develop new products and reposition or discontinue old products, but also to facilitate a two-way communication process between the consumers and the company. The main strength of benefit segmentation is that the benefits sought have a causal relationship to future behavior. However,
difficulties can arise in choosing the correct benefits to be emphasized and making certain that consumers’ stated motives are their real motives. Failure to understand the benefits which consumers may be seeking can prevent market success (Speed and Smith, 2014). Keeping those caveats in mind, our research has centered on the task of applying benefit segmentation to the financial services market, using the specific example of building societies.

2.4. Research gap

The literature review discussed shows that market segmentation is an essential strategy in forming a marketing strategy. Literature has shown that market segmentation helps a marketer to know and understand his targeted customers such that it enables him to know the best way to persuade them to buy his product.

A lot of literature in this study is from abroad and not in Tanzania, there is there for a gap in local and international empirical literature on market segmentation. Also this research aims to the role of market segmentation by using the five bases of marketing segmentation (geographical, demographic, psychographic, benefit sought and consumer loyalty) to show how they affect sales as the gap in knowledge.

2.5. Conceptual frame work

According to Kotler (2003) conceptual frame work is the ground work on were the entire research is based on. Conceptual frame work can be explained graphically or narrative. In this study the conceptual frame work consist of independent variables that are the five basis of market segmentation (geographic, demographic, customer loyalty, psychographic and benefit sought) and dependent variables that is sales performance (sales revenue, customer retention and net new account).

According to the objectives of this study, the figure below shows how the conceptual frames work of this study is designed.
Figure 1: Conceptual Framework of the study

Independent Variable

Market Segmentation

- Demographic segmentation
- Psychographic segmentation
- Geographic segmentation
- Benefit sought
- Customer loyalty

Dependent variable

Sales performance

- Sales revenue
- Customer retention
- Net new account

Source: Researcher (2020)
CHAPTER THREE  
RESEARCH METHODOLOGY

3.0. Introduction  
This chapter aims to show how the research was conducted. The chapter presents the research design, the sample size, sampling technique, study area, targeted population, reliability and validity research instrument and data analysis procedures.

3.1. Research design.  
According to Kothari (2003) research design can be described as the scheme of conducting the research. This study is a case study design. The study of “the role of market segmentation on sales performance has used Azam Bakhresa Company as the case study in the research. The researcher has selected Azam Bakhresa Company as the case study because the company has been active for over 20 years hence it will give relevant information to the study

3.2. Study area  
This research was conducted in Tanzania Dar es salaam. This area was selected because it is where the headquarters of Azam Bakhresa Company are located; therefore it enabled the researcher to collect information directly from the source. Also because Dar es salaam is the major commercial city in Tanzania therefor the researcher was provided with suitable environment of evaluating the market of Azam Bakhresa Company.

3.4. Research approach  
According to Kothari (2004), research design is the manner or method created to approach the study. Research design can be qualitative, quantitative or observatory. This study has used quantitative research approach to acquire relevant data for the study on the role of market segmentation on sales performance. This study has used quantitative research approach because it seeks to draw conclusion through statistical calculations by collecting and converting data into numerical form.
3.4.1. Quantitative
According to Cohen (2000), information from quantitative studies is generated by the researcher himself from questioners, interviews or focus group discussions that he conducts to accumulate data. This study has used quantitative approach to get relevant information. This study has approached the research in a quantitative manner through the use of questioner and interview.

3.5. Target population
According to Cohen (2000), this is the group of people from which the researcher aims to take information from for the study. This study has targeted population of workers from Azam Bakhresa Company because they are workers of the case study area therefor the population group provided the study with reliable data relevant to the research objectives.

3.6. Sampling procedure
According to Kothari (2004), sampling is the process of selecting a small group of population for data collection; this small group is selected from the targeted population so as to decrease the quantity of data. This study has used random and purposively sampling techniques.

3.6.1. Purposive sampling
This study has used purposive sampling technique. In this study some of the respondents were selected specifically because of the department they worked in like the marketing department and sales department. These respondents were selected because since they are marketing experts they were be able give reliable information on market segmentation hence it was be relevant and accurate for the study.

3.6.2. Random sampling
This study also used random sampling technique to get data. In this study some respondents were selected randomly, without looking at their gender, age, lifestyle or profession. According to Kothari (2003) random sampling will help the researcher to
reduce bias in the study as it gives equal chance for everyone to participate. There for this technique was used to reduce bias in the study

3.6.3. Sample size

In the population of over 450 employees at Azam Bakhersa Company Dar es salaam headquarters, this study selected 200 respondents as the sample size to be used in the study because the population of employees at Azam Bakhersa Company Dar es salaam headquarters is very large therefor this study enough number of employees were picked to conduct the study. The 200 respondents include 10 marketers and 50 sales officers, 10 accountants and 130 other employees. The groups of 130 other employees involve administration officers, customer care, receptionist, cleaners, delivery people and drivers. This group of other employees was included in the study so as to know the level of knowledge of employees in the company concerning market segmentation.

Table 1: Distribution of sample size

<table>
<thead>
<tr>
<th>Category</th>
<th>Sample size</th>
<th>% of the total sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing officers</td>
<td>10</td>
<td>05.0</td>
</tr>
<tr>
<td>Sales officers</td>
<td>50</td>
<td>25.0</td>
</tr>
<tr>
<td>Accountants</td>
<td>10</td>
<td>05.0</td>
</tr>
<tr>
<td>Other employees</td>
<td>130</td>
<td>65.0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

3.7. Source of data

According to Cohen (2000), source of data refers to the place where data is obtained. There primary and secondary sources of data. This study has used primary sources of data so as to find reliable results and relevant with the objectives of the study. Primary source of data was used in this study because the study is in form of quantitative approach.
3.7.2. Primary data
According to Cohen (2000), primary data is information generated by the researcher himself from questioners, interviews or focus group discussions that he conducts to accumulate data. This study has used primary data to get relevant information.

3.8. Data collection method
In this study the researcher has used interviews and questioners to collect relevant data for the objectives of this study.

3.8.1 Interview
Kothari (2003), define interview as structured questions that the researcher asked the respondents in a face to face mode. This research has used the interview method as a method of data collection. Interviews were conducted to the workers of Azam Bakhresa Company so as to collect relevant information for the study. Interview was used as a method of data collection so as to get clarity questions

3.8.2. Questionnaires
Cohen (2000) defines questioner as written structured questions that a researcher creates and gives to the targeted respondents for the purpose of getting relevant information. Questioners are the most used tool or method of data collection in many studies. Similarly this study has used questioners as one of the data collection method. Questioners in this study were used so as to collect information from a large number of respondents in a short time.

3.9. Validity and reliability of data
3.9.1. Validity of data
According to Kothari (2004) validity is the actual degree that the results obtained from the research analysis present the study under investigation. Validity helps the researcher to show the accuracy of the data that has been obtained from the study that represents the variables. The questioners in this study were structured in a manner that avoided ambiguity and helped the researcher to answer the research questions.
3.9.2. Reliability of research instruments.
According to Cohen (2000) reliability is the degree of consistency in data or results after repeated testing that a research yields. In order to ensure reliability adjustments and corrections on questions were made where necessary.

3.10. Data Analysis
In this study data was collected through questioners and interview then responses from questioners and interviews were coded and analyzed through the use of SPSS. SPSS has been used as the software to analyze data in this study because it is scientifically proven as a reliable and accurate tool for data analysis in social science research studies. Data was presented through descriptive analysis. The variables tested in the study included independent and dependent variables. Independent variables in the study were psychographic, geographic, customer loyalty, benefit sought and demographic market segmentation. The dependent variable was sales performance that was measured by net new profit, repetition in purchase and customer retention rate.

3.11. Ethical consideration
The data in this study observed ethical issues like: confidentiality-the data which was collected through interviewing. In this study, the researcher observed basic ethical principles that govern all the stages that were involved in this research. The researcher has protected the respondents from any harm, and be it social or psychological or physical due to participating giving data. The research observed the right to privacy as no names of the respondents appeared in reported information. The information that was obtained in the study was secured and used for the purpose of this study only. The respondents were asked to participate voluntarily in such a way that they had a right to withdraw at any time without being victimized and participated willingly. During data collection, the researcher obtained an introduction letter from Mzumbe University to the relevant facilities before data collection.
CHAPTER FOUR
ANALYSIS, PRESENTATION AND DISCUSSION

4.0. Introduction
This chapter is created for the aim of showing the data that was collected in the study, the analysis of those data, presentation of those and discussion of those data. Analysis of data is performed for the purpose of helping the researcher to get answers concerning the objectives of the study and reach his conclusion.

4.1. Demographic characteristic of respondents
4.1.1. Gender of the respondents
Gender is one of vital factors that affect the performance level of an individual in an organization or any economic activity (Hofstede, 1984). Gender norms and stereotypes highly affect the participation on individual or the way and manner they participate such as decisions, communication, and choice of work or even working hours (Hofstede, 1984). From this perspective this study has considered gender as important criteria for the study.

Data in the study have revealed that there are a number of 120 respondents (60%) who are male workers in Azam Bakhresa Company and there are a number of 80 respondents (40%) who are female workers in Azam Bakhresa Company as shown in Figure 2 below.

Figure 2: Gender of respondents

Source: Researcher (2020)
From the analyzed data in the study it is shown that there are a high number of male workers in Azam Bakhrsea Company than female workers. Data has shown 120 respondents (60%) who are male workers in Azam Bakhrsea Company but there is a number of 80 respondents (40%) who are female workers in Azam Bakhrsea Company which is fewer that male in the interval of 20%. This indicates to the study that there is gender bias or gender inequality of employment in the Azam Bakhrsea Company.

4.1.2. Age of respondents

Among the factors that influences and individuals good decision making in social economic activities is age (Kardes, 2002). It is the factor that can be used to evaluate an individual’s ability to ponder, make right decision or involve him or herself in certain activities in accordance to the law and culture age (Kardes, 2002).

As it can be seen in Figure 3 below, data in this study has revealed that there are 74 respondents (37%) from age 18 to 35 years (Young adults), there are 101 respondents (50.5%) with age 36 to 55 years (Middle aged adults) and 25 respondents (12.5%) are above 50 years of age (Old age).

**Figure 3: Age of respondents**

![](image)

Source: Researcher (2020)
From the data analyzed it is shown that there are 101 respondents (50.5%) with age 36 to 55 years (Middle aged adults) which is higher than other groups of age in the study. This is followed by 74 respondents (37%) from age 18 to 35 years (Young adults) and lastly 25 respondents (12.5%) are above 50 years of age (Old age). Indicating to the study that there are a high number of middle aged adults employees in Azam Bakhresa Company than young adults and Old aged employees.

This data of age also indicates that there is availability of strong and reliable human capital in Azam Bakhresa Company because most of its employees are young. From the analyzed data there are 101 respondents (50.5%) with age 36 to 55 years (Middle aged adults) and 74 respondents (37%) from age 18 to 35 years (Young adults), in total it makes 175 employees who are not old leaving only 25 respondents who are old. Making 87.5% of young employees and 12.5% of old age employees.

**Figure 4: comparison of young with old employees**

Source: Researcher (2020)
4.1.3. Level of education

Hofstede (1984), states that educational background plays a role the management capabilities and skills of an individual in an organization. It has therefor been used in this study as a tool to examine the level of knowledge and skill or intelligence to employees of the Azam Bakheresa Company in Tanzania Dar es salaam

Data in the study has shown that 19 respondents (9.5%) have primary education, 27 respondents (13.5%) have secondary education, 29 respondents (14.5%) have certificate, 30 respondents (15%) have Diploma, 63 respondents (31.5%) have First degree and 32 respondents (16%) have Masters and above.

Table 2: Level of education of respondents

<table>
<thead>
<tr>
<th>Education level</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Masters and above</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>First degree</td>
<td>63</td>
<td>31.5</td>
</tr>
<tr>
<td>Diploma</td>
<td>30</td>
<td>15</td>
</tr>
<tr>
<td>Certificate</td>
<td>29</td>
<td>14.5</td>
</tr>
<tr>
<td>Secondary education</td>
<td>27</td>
<td>13.5</td>
</tr>
<tr>
<td>Primary education</td>
<td>19</td>
<td>9.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

The data from table above show that there are 63 respondents (31.5%) have First degree, this is a great percent compared to other levels of education in the study. This indicates to the study that the company has a number of educated individual hence presence of knowledge and skills in the company. It is followed by 32 respondents (16%) who have Masters and above, 30 respondents (15%) have Diploma, 29 respondents (14.5%) have certificate, 27 respondents (13.5%) have secondary education and 19 respondents (9.5%) have primary education.
4.1.4. Personal monthly Payment or income of respondents

Analyzed data showed that 1 respondents (0.5%) has income of 3.1 to 4.0 million, none of the respondents have income of above 4 million, 5 respondents (2.5%) have income of 2.1 to 3.0 million, 26 respondents (13%) have income of 1.1 to 2.0 million and 168 respondents (84%) have income of below 1 million as it is seen in the table below.

Table 3: personal monthly income of respondents

<table>
<thead>
<tr>
<th>Income level</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Below 1.0 million</td>
<td>168</td>
<td>84</td>
</tr>
<tr>
<td>1.1 to 2.0 million</td>
<td>26</td>
<td>13</td>
</tr>
<tr>
<td>2.1 to 3.0 million</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>3.1 to 4.0 million</td>
<td>1</td>
<td>0.5</td>
</tr>
<tr>
<td>Above 4 million</td>
<td>-</td>
<td>13.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Data in the table above indicates that there are many employees in the company with low income levels. It is seen in that data that 168 respondents (84%) have income of below 1 million that is higher comparing to the other levels of income in the study. This is followed with 26 respondents (13%) having income ranging between 1.1 to 2.0 million then 5 respondents (2.5%) have income of 2.1 to 3.0 million. Data also shows that there is no respondent with income above 4 million, only one respondent has income ranging between 3.1 to 4.0 million.

Data also shows that income of respondents differs despite similarities in the level of education of employees. Data shows that 19 respondents who are sales persons with First degree have income ranging at 0 – 500,000 TZS, 24 respondents who are customer care with first degree have income of 0 – 500,000 TZS, 9 respondents who are marketing officers with first degree have income of 0 – 500,000 TZS but one respondent who is a marketing officer with first degree has income of 750,000 – 1.2,
10 respondents who are accountants with first degree have income of 500,000 – 750,000 TZS.

**Table 4: Distribution of income of respondents below 1 million with the same level of education**

<table>
<thead>
<tr>
<th>Distribution of income of respondents</th>
<th>Level of Education</th>
<th>Occupation</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Marketing officer</td>
<td>Salesperson</td>
</tr>
<tr>
<td>0 – 500,000</td>
<td>First degree</td>
<td>19</td>
<td></td>
</tr>
<tr>
<td>500,000 – 750,000</td>
<td>First degree</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>750,000 – 1.2</td>
<td>First degree</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>10</td>
<td>19</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Data from table above shows the distribution of income of respondents below and above 1 million with the same level of education. The table above, shows 63 respondents with first degree as their level of education but their payments is unequal. This indicates to the study that there is unequal distribution of income to the employees of the company.

**4.1.5. Years of working experience**

This factor has been used in the study because the number of years in experience that an individual has is an essential factor that determines an individual’s level of understanding in the specific field, efficiency in identifying and detecting the opportunities that are to come so as challenges and how to solve those challenges (Hofstede, 1984).

Data has shown that 59 respondents (29.5%) have working experience of 0 to 5 years, 121 respondents (60.5%) have working experience of 6 to 10 years, 9 respondents (4.5%) have working experience of 11 to 15 years and 11 respondents (5.5%) have working experience of above 15 years as it is seen in the table below.
Table 5: years of working experience of respondents

<table>
<thead>
<tr>
<th>Years of working experience</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>0 to 5 years</td>
<td>59</td>
<td>29.5</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>121</td>
<td>60.5</td>
</tr>
<tr>
<td>11 to 15 years</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Above 15 years</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100.0</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

From the table above data reveals that there is little number of respondents with many years of working experience in the company. It is seen that there are only 11 respondents (5.5%) with working experience of above 15 years. This is followed by only 9 respondents (4.5%) that have working experience of 11 to 15 years.

Data also shows that there is rise and fall in years of working experience. Data showed that there are only 11 respondents (5.5%) with working experience of above 15 years. This number of years in working experience did not increase but fell over the years because only 9 respondents (4.5%) stated to have working experience of 11 to 15 years. However, the number then successfully rose to 121 respondents (60.5%) have working experience of 6 to 10 years, but it decreased again to 59 respondents (29.5%) have working experience of 0 to 5 years. This indicates to the study that there is employee turnover in the company.

4.2. Customer loyalty market segmentation on sales performance

Repetition of purchasing in customer loyalty market segmentation for sales performance

Data in the table below shows that all respondents agreed that repetition of loyal customers in purchasing products increases sales performance.
Table 6: Repetition of purchasing in customer loyalty market segmentation for sales performance

<table>
<thead>
<tr>
<th>Repetition of purchasing increases sales performance</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Neutral</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Brand advocacy in customer loyalty market segmentation for sales performance

Data as revealed in the table below indicates that shows that Brand advocacy increases sales performance because there is a high number of respondents who agree that brand advocacy from loyal customer’s increase sales performance.

Table 7: Brand advocacy in customer loyalty market segmentation for sales performance

<table>
<thead>
<tr>
<th>Brand advocacy increases sales performance</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>179</td>
<td>89.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Neutral</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Customer experience in customer loyalty market segmentation for sales performance

Data in the table below indicates that good customer experience supports sales performance because it shows that there is a high number of respondents who agree that customer experience increases sales performance.
Table 8: Customer experience in customer loyalty market segmentation for sales performance

<table>
<thead>
<tr>
<th>Good customer experience supports sales performance</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>179</td>
<td>89.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Customer loyalty on sales revenue

As seen in the table below data in the study has shown that 181 respondents (93%) agree that customer loyalty increases sales revenues, 14 respondents (7%) have disagreed and 5 of the respondents (2.5%) were neutral. This indicates to the study that customer loyalty increases sales revenue.

Table 9: customer loyalty on sales revenue

<table>
<thead>
<tr>
<th>Customer loyalty increases sales revenue</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>181</td>
<td>90.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Neutral</td>
<td>5</td>
<td>2.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Customer loyalty on Customer retention rate

Data has shown that 166 respondents (83%) agree that customer loyalty increases customer retention rate, 14 respondents (7%) disagree and 20 (10%) respondents are neutral. 83% of respondents agree that customer loyalty increases customer retention rate this is higher when compared to others hence indicating to the study that customer loyalty increases customer retention rate
Table 10: customer loyalty on customer retention rate

<table>
<thead>
<tr>
<th>Customer loyalty increases customer retention rate</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>166</td>
<td>83</td>
</tr>
<tr>
<td>Disagree</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Neutral</td>
<td>20</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Customer loyalty on number of net new account

Data shows that 176 respondents (88%) agree that Customer loyalty increases net new account. 14 respondents (7%) disagree and 10 respondents (5%) are neutral. Since 88% of respondents who agree that Customer loyalty increases net new account is the highest when compared to others, this indicates to the study that Customer loyalty increases net new account as it can be seen in the table below

Table 11: Customer loyalty on number of net new account

<table>
<thead>
<tr>
<th>Customer loyalty increases net new account</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>176</td>
<td>88</td>
</tr>
<tr>
<td>Disagree</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

4.3. Geographic market segmentation on sales performance

Usage of location in geographic market segmentation for sales performance

Data in the study indicates that location (country) has been successfully used by the company in increasing sales performance because it shows that 150 respondents who make 75% of respondents have agreed that location is used by the company to increases sales performance this is the highest percent when compared to respondents who disagreed that location increases sales performance at 17% and respondents who were neutral at 16.5%
Table 12: Usage of location in geographic market segmentation

<table>
<thead>
<tr>
<th>Use of location (country)</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>150</td>
<td>75</td>
</tr>
<tr>
<td>Disagree</td>
<td>17</td>
<td>8.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>33</td>
<td>16.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Usage of urbanity in geographic market segmentation for sales performance

Data in the study indicates that urbanity has been successfully used in the company to increase sales performance because it shows that 73 respondents who make 36.5% of respondents have agreed that urbanity is used to increase sales performance this is the highest percent when compared to respondents who disagreed that urbanity increases sales performance at 35% and respondents who were neutral at 28.5%

Table 13: Urbanity in geographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of Urbanity to increases sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>73</td>
<td>36.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Neutral</td>
<td>57</td>
<td>28.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Usage of language in geographic market segmentation for sales performance

Data in the study has shown that language has been adequately used in the company to increase sales performance because it shows that 81 respondents who make 40.5% of respondents have agreed that language is adequately used to increase sales performance this is the highest percent when compared to respondents who disagreed that language is used to increase sales performance at 35% and respondents who were neutral at 24.5%
Table 14: Language in geographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of language to increase sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>81</td>
<td>40.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>70</td>
<td>35</td>
</tr>
<tr>
<td>Neutral</td>
<td>49</td>
<td>24.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Usage of Climate in geographic market segmentation for sales performance

Data in the study reveals that climate is carefully considered or used by the company to increase sales performance. This is shown by the high level of respondents who have agreed that climate is considered for sales performance at 89.5% percent that is higher comparing to respondents who disagreed at 5.5% and respondents who were neutral at 5%

Table 15: Climate in geographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of climate to increase sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>179</td>
<td>89.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Geographic segmentation on sales revenue

Data indicates that geographic market segmentation increases sales revenue. This is because data has shown that 159 respondents (79%) have agreed that geographic market segmentation increases sales revenue. This is the highest percent when compared to respondents who disagreed who are 3.5% and respondents who were neutral at 17%.
Table 16: Geographic segmentation on sales revenue

<table>
<thead>
<tr>
<th>Geographic segmentation increases sales revenue</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>159</td>
<td>79.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>34</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

**Geographic segmentation on customer retention rate**

Data in the table below indicates that geographic market segmentation increases customer retention rate. This is indicated by the high number of respondents who have agreed that Geographic segmentation increases customer retention rate at the level of 48.5% which is higher when compared to respondents who have disagreed at 46.5% and respondents who were neutral at 5%.

Table 17: Geographic segmentation on customer retention rate

<table>
<thead>
<tr>
<th>Geographic segmentation increases customer retention rate</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>97</td>
<td>48.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>93</td>
<td>46.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

**Geographic market segmentation on net new account**

Data reveals that geographic market segmentation increases net new account. This is indicated by the high number of respondents who agreed that geographic market segment increases market segmentation at 84% while there is only 16% of respondents who disagreed that geographic market segmentation increases sales performance and none of respondents were neutral on this matter.
Table 18: Geographic market segmentation on net new account

<table>
<thead>
<tr>
<th>Geographic market segmentation increases net new account</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>168</td>
<td>84</td>
</tr>
<tr>
<td>Disagree</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Neutral</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

4.4. Demographic market segmentation on sales performance

**Usage of age in demographic market segmentation for sales performance**

Data has shown that age is correctly used by the company to increase sales. This is indicated by the high number of respondents who stated that age has been correctly used to segment customers in demographic market segmentation at 64% which is greater when compared to other levels of disagreement at 12% and respondents who are neutral at 24%

Table 19: Usage of age in demographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of age to increase sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>128</td>
<td>64</td>
</tr>
<tr>
<td>Disagree</td>
<td>24</td>
<td>12</td>
</tr>
<tr>
<td>Neutral</td>
<td>48</td>
<td>24</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

**Usage of gender in demographic market segmentation for sales performance**

Data has indicated that gender is sufficiently used in demographically segmenting so as to increase sales performance. This is shown by the high degree of respondents who have agreed that gender is considered in demographic segmentation in the company. In this case all respondents agreed that gender sufficiently used in demographically segmenting for the sake of sales performance
Table 20: Gender in demographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of gender to increase sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Neutral</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Ethnicity and religion in demographic market segmentation for sales performance

Data indicated that ethnicity and religion are considered by the company for sales performance. This is revealed by the high degree of respondents who stated that ethnicity and religion are used or considered in demographic segmentation of the company. All respondents in this aspect agreed that ethnicity and religion are considered by the company for sales performance.

Table 21: Ethnicity and religion in demographic segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of ethnicity and religion to increase sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>200</td>
<td>100</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Neutral</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Demographic market segmentation on sales revenue

Data in the table below reveals that Demographic market segmentation increases sales revenue. This is indicated by the high number of respondents who have agree that demographic segmentation increases sales revenue at 93% which is higher when compared with other levels of respondents who stated neutral at 7 % and none of the respondents disagreed that demographic segmentation increases sales revenue.
Table 22: Demographic market segmentation on sales revenue

<table>
<thead>
<tr>
<th>Demographic market segmentation increase sales revenue</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>186</td>
<td>93</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Neutral</td>
<td>14</td>
<td>7</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Demographic market segmentation on customer retention rate

Data has shown that demographic market segmentation increases customer retention rate. This is indicated by the high number of respondents who stated that demographic market segmentation increases customer retention rate at (89.5%) that is higher when compared to respondents who disagree at 1.5% and respondent who are neutral at 9%

Table 23: Demographic market segmentation on customer retention rate

<table>
<thead>
<tr>
<th>Demographic market segmentation increase customer retention rate</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>179</td>
<td>89.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
<td>1.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Demographic market segmentation on net new account

Data has shown that demographic market segmentation increases net new account. This is indicated by the high number of respondents who have agree that demographic market segmentation increases net new account at 92.5% which is higher when compared to respondents who disagree at 2% and respondents who are neutral at 5.5%.
Table 24: Demographic market segmentation on net new account

<table>
<thead>
<tr>
<th>Demographic market segmentation increases net new account</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>185</td>
<td>92.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Neutral</td>
<td>11</td>
<td>5.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

4.5. Benefit sought market segmentation on sales performance

Usage of needs and wants in benefit sought market segmentation for sales performance

Data has shown that considering the needs and wants of customer’s leads to the increase of sales of products. This is indicated the high level of respondents that a have agreed that needs and wants are considered by the company to increase sales. In this study all respondents agreed that need and wants are considered by the company to increase sales.

Table 25: Needs and wants in benefit sought market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of Needs and wants to increases sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Neutral</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Benefit sought market segmentation on sales revenue

Data in the study has shown that benefit sough increases sales revenue. This is indicated by a large number of respondents who have agreed that benefit sought increases revenue at 91%, 9% of respondents were neutral and none of respondents disagreed as it is seen in the table below.
Table 26: Benefit sought on sales revenue

<table>
<thead>
<tr>
<th>Benefit sought increases sales revenue</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>182</td>
<td>91</td>
</tr>
<tr>
<td>Disagree</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Neutral</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

**Benefit sought market segmentation on customer retention rate**

Data has indicated that benefit sought increases customer retention rate. It is implied by the high number of respondents who have agreed at 48.5% that is greater than respondents who disagreed at 16% and respondents who were neutral at 35.5%.

Table 27: Benefit sought on customer retention rate

<table>
<thead>
<tr>
<th>Benefit sought increases customer retention rate</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>97</td>
<td>48.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Neutral</td>
<td>71</td>
<td>35.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

**Benefit sought market segmentation on net new account**

Data indicates that benefit sought increases net new account because 95% of respondents have agreed that benefit sought increases net new account. This percent is high when compared to respondents who disagreed at 1% and 4% of respondents who were neutral.
Table 28: Benefit sought on net new account

<table>
<thead>
<tr>
<th>Benefit sought increase net new account</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>190</td>
<td>95</td>
</tr>
<tr>
<td>Disagree</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Neutral</td>
<td>8</td>
<td>4</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

4.6. Psychographic market segmentation on sales performance

Social status in psychographic market segmentation for sales performance

Data indicates that social status in psychographic market segmentation increases sales this is because a large number of respondents have agree at 86% that social status is used by the company to increase sales. This is the highest percent when compared to respondents who disagreed at 5% and respondents who were neutral at %

Table 29: Social status in psychographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of social status to increases sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>172</td>
<td>86</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>5</td>
</tr>
<tr>
<td>Neutral</td>
<td>18</td>
<td>9</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Personality traits in psychographic market segmentation for sales performance

Data indicates that personality traits increase sales performance since 89.5% of respondents have agreed to the statement that the company uses personality traits to increase sales performance. This percent is higher when compared to respondents who disagreed at 2% and those who were neutral at 4.5%
Table 30: Personality traits in psychographic market segmentation for sales performance

<table>
<thead>
<tr>
<th>Usage of personality traits to increases sales</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>187</td>
<td>89.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Neutral</td>
<td>9</td>
<td>4.5</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Psychographic market segmentation on sales revenue

Data reveals that psychographic market segmentation increases sales revenue. This is shown by the high number of respondents who have agreed to the statement as it is seen in the table below.

Table 31: Psychographic market segmentation on sales revenue

<table>
<thead>
<tr>
<th>Psychographic market segmentation increases sales revenue</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>164</td>
<td>82</td>
</tr>
<tr>
<td>Disagree</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Neutral</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Total</td>
<td>200</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Psychographic market segmentation on customer retention rate

Data reveals that psychographic market segmentation increases customer retention rate. This is shown by the high number of respondents who have agreed to the statement as it is seen in the table below.
Table 32: Psychographic market segmentation on customer retention rate

<table>
<thead>
<tr>
<th>Psychographic market segmentation increases customer retention rate</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>143</td>
<td>71.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>7</td>
<td>3.5</td>
</tr>
<tr>
<td>Neutral</td>
<td>50</td>
<td>25</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)

Psychographic market segmentation on new net account

The table below shows data revealing that psychographic market segmentation increases net new account. This is shown by the high number of respondents who have agreed to the statement.

Table 33: Psychographic market segmentation on net new account

<table>
<thead>
<tr>
<th>Psychographic market segmentation increases net new account</th>
<th>Frequency</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>147</td>
<td>73.5</td>
</tr>
<tr>
<td>Disagree</td>
<td>32</td>
<td>16</td>
</tr>
<tr>
<td>Neutral</td>
<td>21</td>
<td>10.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>200</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Researcher (2020)
CHAPTER FIVE
DISCUSSION OF FINDINGS

5.0. Introduction
This chapter intends to discuss the findings of the study from the presented chapter four above in the study.

5.1. Discussion of findings
Findings shown 120 respondents (60%) who are male workers in Azam Bakhresa Company but there is a number of 80 respondents (40%) who are female workers in Azam Bakhresa Company which is fewer than male in the interval of 20%. This indicates to the study that there is gender bias or gender inequality of employment in the Azam Bakhresa Company. Findings have also indicates that there is availability of strong and reliable human capital in Azam Bakhresa Company because most of its employees are young as it can be seen in figure 4. Findings have shown that there is high degree of educated respondents because 63 respondents (31.5%) have First degree and 32 respondents (16%) have Masters and above, that are high compared to other levels.

Findings in this study have shown that customer loyalty in market segmentation increases sales performance. this is revealed in table 6,7,8,9,10 and 11 were there is a large of frequency that agree Brand advocacy in customer loyalty market segmentation increase sales performance, Repetition of purchasing in customer loyalty market segmentation increase sales performance, Customer experience in customer loyalty market segmentation for sales performance, Customer loyalty increase sales revenue, customer retention rate and net new account. This finding can be relatable to the findings from the study of Betchel and Jayaram (1997) that revealed customer loyalty is an essential item of market segmentation in increasing sales.

Findings in this study have shown that geographical location has positive impacts on sales performance. This is indicated by the high number of frequency in tables 12,13,14,15,16,17 and 18 that show language, location, urbanity, climate in
geographic segmentation affect sales performance also that geographic market segmentation increase sales revenue, net new profit and customer retention rate. This can be related to the study by Kotler et al (2001) that states that segmentation of customers according to location helps to divide customers according to their needs and give accessibility of products hence good sales performance.

Findings have shown that demographic market segmentation has effects on sales performance. In this study data has revealed that there is high frequencies that agree that demographic segmentation increases sales revenue, customer retention rate and net new account. This can be related to the study by Kotler et al (2001) that implied that the age, gender, social status or level education has high influence on how a customers will decide to purchase a product therefor it is necessary to consider demographics in the process of market segmentation.

Findings have implied that benefit sought market segmentation can influence positive impacts in sales performance. Data in table 25, 26, 27 and 28 have shown that benefit sought provides the customers with their needs and wants; it increases sales revenue, net new account and customer retention rate. This finding can be related to the findings of the study by Hoekstra et al (2001) that implied that in order for a marketer to segment his customers accordingly he or she has to know or identify their actual needs and wants. By knowing their needs the customer will be able to properly segment his customers, produce the correct product for the target group and sell it.

Findings also indicate that psychographic market segmentation increases sales this is because a large frequency that agreed to this statement. Data has shown that psychographic market segmentation increases sales revenue, net new account and customer retention rate. This is relatable to the study by Betchel and Jayaram (1997) that implied that psychographic market segmentation helps marketers to divide customers according to personal traits that will attract them to buy a product.
CHAPTER SIX
SUMMARY CONCLUSION AND RECOMMENDATION

6.0 Introduction
This chapter is created for the purpose of summarizing the study. This chapter summarizes the findings that were obtained from the collected and analyzed data in the study as revealed in chapter four. From those findings this chapter reveals or draws a conclusion on the study of the role of market segmentation to sales performance and this chapter will give recommendations.

6.1. Summary of findings
6.1.1. Findings from demographic characteristics
1. Gender bias or gender inequality in employment
Findings in the study have revealed that there is gender bias or gender inequality in employment. Data in the study had revealed that 120 respondents (60%) who are male workers in Azam Bakhresa Company but there is a number of 80 respondents (40%) who are female workers in Azam Bakhresa Company which is fewer that male in the interval of 20%. Revealing to in the study that there is a high number of male workers in Azam Bakhresa company than female workers hence gender bias or gender inequality in employment.

2. There are a high number of middle aged adults employees in Azam Bakhresa Company than young adults and Old aged employees.
Findings have revealed that there are 101 respondents (50.5%) with age 36 to 55 years (Middle aged adults) which is higher than other groups of age in the study. This is followed by 74 respondents (37%) from age 18 to 35 years (Young adults) and lastly 25 respondents (12.5%) are above 50 years of age (Old age). Indicating to the study that there are a high number of middle aged adults employees in Azam Bakhresa Company than young adults and Old aged employees.
3. There is availability of strong and reliable human capital in Azam Bakhresa Company.
Findings from the analyzed data revealed that there are 101 respondents (50.5%) with age 36 to 55 years (Middle aged adults) and 74 respondents (37%) from age 18 to 35 years (Young adults), in total it makes 175 employees who are not old leaving only 25 respondents who are old. Making 87.5% of young employees and 12.5% of old age employees. Therefore this indicates to the study that there is availability of strong and reliable human capital in Azam Bakhresa Company because most of its employees are young.

4. Presence of knowledge and skills in the Azam Bakhresa Company.
Findings revealed that there are 63 respondents (31.5%) have First degree, this is a great percent compared to other levels of education in the study. It is followed by 32 respondents (16%) who have Masters and above, 30 respondents (15%) have Diploma, 29 respondents (14.5%) have certificate, 27 respondents (13.5%) have secondary education and 19 respondents (9.5%) have primary education. This indicates to the study that the company has a number of educated individual therefore there is presence of knowledge and skills.

5. High number of employees with low income
Findings show that 168 respondents (84%) have income of below 1 million that is higher comparing to the other levels of income in the study. This is followed with 26 respondents (13%) having income ranging between 1.1 to 2.0 million then 5 respondents (2.5%) have income of 2.1 to 3.0 million. This indicates to the study that that there are many employees in the Azam Bakhresa Company with low income levels.

6. Few number of employees with high income
Apart from finding revealing that there is higher number of employees with low income, it has also shown that there is little number of employees with high income. Data had shown that there is no respondent with income above 4 million, only one respondent has income ranging between 3.1 to 4.0 million.
7. Unequal distribution of income payment despite similarities in level of education

Findings have revealed that there are 63 respondents with first degree as their level of education but their payments is unequal. Data showed that 19 respondents who are sales persons with First degree have income ranging at 0 – 500,000 TZS, 24 respondents who are customer care with first degree have income of 0 – 500,000 TZS, 9 respondents who are marketing officers with first degree have income of 0 – 500,000 TZS but one respondent who is a marketing officer with first degree has income of 750,000 – 1.2, 10 respondents who are accountants with first degree have income of 500,000 – 750,000 TZS.

8. Few number of employees with many years of experience

Findings reveal that there is little number of respondents with many years of working experience in the company. It is seen that there are only 11 respondents (5.5%) with working experience of above 15 years. This is followed by only 9 respondents (4.5%) that have working experience of 11 to 15 years.

9. Employee turnover

Findings reveal that there is rise and fall in years of working experience. Data showed that there are only 11 respondents (5.5%) with working experience of above 15 years. This number of years in working experience did not increase but fell over the years because only 9 respondents (4.5%) stated to have working experience of 11 to 15 years. However, the number then successfully rose to 121 respondents (60.5%) have working experience of 6 to 10 years, but it decreased again to 59 respondents (29.5%) have working experience of 0 to 5 years. This indicates to the study that there is employee turnover in the company.

6.1.2. Effects of customer loyalty market segmentation on sales performance

Findings revealed that that customer loyalty increases sales revenue. It is seen in the study that 181 respondents (90.5%) agree that customer loyalty increases sales revenues, 14 respondents (7%) have disagreed and 5 of the respondents (2.5%) were neutral. This indicates to the study that customer loyalty increases sales revenue.
Findings have shown that Customer loyalty increases customer retention rate. It is seen that 166 respondents (83%) agree that customer loyalty increases customer retention rate, 14 respondents (7%) disagree and 20 (10%) respondents are neutral. 83% of respondents agree that customer loyalty increases customer retention rate this is higher when compared to others hence indicating to the study that Customer loyalty increases customer retention rate.

Findings have shown that Customer loyalty increases net new account. It is seen in the study that 176 respondents (88%) agree that Customer loyalty increases net new account. 14 respondents (7%) disagree and 10 respondents (5%) are neutral. Since 88% of respondents who agree that Customer loyalty increases net new account are the highest when compared to others, this indicates to the study that Customer loyalty increases net new account.

Findings showed that all respondents agreed that repetition of loyal customers in purchasing products increases sales performance. Brand advocacy increases sales performance because there is a high number of respondents who agree that brand advocacy from loyal customer’s increase sales performance. Good customer experience affects sales performance because it shows that there is a high number of respondents who agree that customer experience increases sales performance.

6.1.3. The influence of geographic market segmentation on sales performance

Findings indicates that location (country) has been successfully used by the company in increasing sales performance because it shows that 150 respondents who make 75% of respondents have agreed that location is used by the company to increases sales performance this is the highest percent when compared to respondents who disagreed that location increases sales performance at 17% and respondents who were neutral at 16.5%.

Finding in the study reveal that in the study indicates that urbanity has been successfully is used in the company to increases sales performance because it shows that 73 respondents who make 36.5% of respondents have agreed that urbanity is
used to increases sales performance this is the highest percent when compared to respondents who disagreed that urbanity increases sales performance at 35% and respondents who were neutral at 28.5%.

Findings have shown that language has been adequately used in the company to increases sales performance because it shows that 81 respondents who make 40.5% of respondents have agreed that language is adequately used to increases sales performance this is the highest percent when compared to respondents who disagreed that language is used to increases sales performance at 35% and respondents who were neutral at 24.5%.

Findings in the study also reveal that in the study reveals that climate is carefully considered or used by the company to increase sales performance. This is shown by the high level of respondents who have agreed that climate is considered for sales performance at 89.5% percent that is higher comparing to respondents who disagreed at 5.5% and respondents who were neutral at 5%

Findings in the study have also revealed that geographic market segmentation increases sales revenue. This is because data has shown that 159 respondents (79%) have agreed that geographic market segmentation increases sales revenue. This is the highest percent when compared to respondents who disagreed who are 3.5% and respondents who were neutral at 17%.

Furthermore findings in the study have revealed that geographic market segmentation increases customer retention rate. This is indicated by the high number of respondents who have agreed that Geographic segmentation increases customer retention rate at the level of 48.5% which is higher when compared to respondents who have disagreed at 46.5% and respondents who were neutral at 5%.

Adding to that, findings have shown that geographic market segmentation increases net new account. This is indicated by the high number of respondents who agreed that geographic market segment increases market segmentation at 84% while there is only
16% of respondents who disagreed that geographic market segmentation increases sales performance and none of respondents were neutral on this matter.

6.1.4. Role of demographic market segmentation on sales performance

Findings have shown that age is correctly used by the company to increase sales. This is indicated by the high number of respondents who stated that age has been correctly used to segment customers in demographic market segmentation at 64% which is greater when compared to other levels of disagreement at 12% and respondents who are neutral at 24%.

In the study findings indicated that gender is sufficiently used in demographically segmenting so as to increase sales performance. This is shown by the high degree of respondents who have agreed that gender is considered in demographic segmentation in the company. In this case all respondents agreed that gender sufficiently used in demographically segmenting for the sake of sales performance.

Findings indicated that ethnicity and religion are considered by the company for sales performance. This is revealed by the high degree of respondents who stated that ethnicity and religion are used or considered in demographic segmentation of the company. All respondents in this aspect agreed that ethnicity and religion are considered by the company for sales performance.

Findings in the study have reveals that Demographic market segmentation increases sales revenue. This is indicated by the high number of respondents who have agree that demographic segmentation increases sales revenue at 93% which is higher when compared with other levels of respondents who stated neutral at 7 % and none of the respondents disagreed that demographic segmentation increases sales revenue.

Findings have also shown that demographic market segmentation increases customer retention rate. This is indicated by the high number of respondents who stated that demographic market segmentation increases customer retention rate at (89.5%) that is higher when compared to respondents who disagree at 1.5% and respondent who are neutral at 9%.
Findings in this study have also shown that demographic market segmentation increases net new account. This is indicated by the high number of respondents who have agree that demographic market segmentation increases net new account at 92.5% which is higher when compared to respondents who disagree at 2% and respondents who are neutral at 5.5%.

6.1.5. Effect of benefit sought market segmentation on sales performance
Findings have shown that considering the needs and wants of customer’s leads to the increase of sales of products. This is indicated the high level of respondents that a have agreed that needs and wants are considered by the company to increase sales. In this study all respondents agreed that need and wants are considered by the company to increase sales.

Also findings have revealed that benefit sough increases sales revenue. This is indicated by a large number of respondents who have agreed that benefit sought increases revenue at 91%, 9% of respondents were neutral and none of respondents disagreed.

Findings have also indicated that benefit sought increases customer retention rate. It is implied by the high number of respondents who have agreed at 48.5% that is greater than respondents who disagreed at 16% and respondents who were neutral at 35.5%.

Data indicates that benefit sought increases net new account because 95% of respondents have agreed that benefit sought increases net new account. This percent is high when compared to respondents who disagreed at 1% and 4% of respondents who were neutral.

6.1.6. Influence of psychographic market segmentation on sales performance
Findings indicates that social status in psychographic market segmentation increases sales this is because a large number of respondents have agree at 86% that social status is used by the company to increase sales. This is the highest percent when
compared to respondents who disagreed at 5% and respondents who were neutral at 9%

Findings indicate that personality traits increase sales performance since 89.5% of respondents have agreed to the statement that the company uses personality traits to increase sales performance. This percent is higher when compared to respondents who disagreed at 2% and those who were neutral at 4.5%. Also findings in this study have revealed that psychographic market segmentation increases sales revenue, customer retention rate and net new account.

6.2. Conclusion
This study of the role of market segmentation on sales performance has concluded that market segmentation is a crucial tool in creating net new account, sales revenue and customer retention. Geographic segmentation, demographic segmentation, psychographic segmentation, benefit sought and customer loyalties positively affect sales performance. It is essential for an organization to consider the basis of market segmentation such as geographic, psychographic, customer loyalty, benefit sought and demographic segmentation for effective and efficient exploitation of market so as to improve sales performance.

6.3. Recommendation
This study recommends that organizations to consider all criteria’s are found within each basis of market segmentation in the process of segmentation. Example in demographic market segmentation the marketer should consider all aspects in demographic market segmentation such as Age, gender, income and occupation, ethnicity, religion and family structure. By considering all factor in market segmentation tool a marketer will be able to meet demands of his customers without mistakes.

6.4. Suggestions for further study
From this study it is clear that market segmentation is an important phenomenon that needs to be studied more so as to increase knowledge and broad understanding.
Further studies can be made angles of market segmentation such as the impact of market segmentation on customer satisfaction, the role of mass media in market segmentation and the influence of market segmentation on organizational performance.
REFERENCES


APPENDIX

QUESTIONNAIRE

This questioner is designed for the purpose of collecting information to enable the researcher to conduct the study on The role of Market segmentation on sales performance, A case study if Azam Bakheresa Company. The study is requirement of partial fulfillment for award of Masters in Business Administration and Cooperate Management. All answers from this questioner will be kept confidential and findings will be used for the intended purpose. I kindly request for your assistance in answering the questions in this questioner.

Section A: Personal Information (Please tick where appropriate)

1. Name of respondent (optional)………………………………………………………………………………………………………

2. Gender  
   (a) female [ ]  
   (b) male [ ]

3. Age in years  
   (a) 18-35 [ ]  
   (b) 36-55 [ ]  
   (c) Above 55 [ ]

4. Please indicate the level of Education  
   (a) Primary Level [ ]  
   (b) Secondary Level [ ]  
   (c) Advance Level [ ]  
   (d) Certificate [ ]  
   (e) Diploma [ ]  
   (f) First Degree [ ]  
   (g) Masters or above [ ]

5. Personal Monthly income  
   (a) Below1Million [ ]  
   (b) 1.1-2.0 Million [ ]  
   (c) Million2.1-3.0 [ ]  
   (d) 3.1- 4.0 Million [ ]  
   (e) Above 4.1 Million [ ]

6. Years of Working experience  
   (a) 0 – 5 years [ ]  
   (b) 6 – 10 years [ ]  
   (c) 11 – 15 years [ ]  
   (d) Above 15 years [ ]
SECTION B: Rate the following statements in Part I to V as per defined scale by putting a tick (√) in appropriate box of each statement.

1= Disagree; 2= Agree; 3= Neutral

PART 1: CUSTOMER LOYALTY MARKET SEGMENTATION

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>Repeat purchasing in customer loyalty is used by the company to increase sales performance.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Brand advocacy in customer loyalty is used by the company to increase sales performance.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Good customer experience in customer loyalty is used by the company to increase sales performance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Customer loyalty increases sales revenue</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Customer loyalty increases new net accounts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Customer loyalty increases customer retention rate</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

PART II: GEOGRAPHIC MARKET SEGMENTATION

<table>
<thead>
<tr>
<th>No.</th>
<th>Statement</th>
<th>1</th>
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<tbody>
<tr>
<td>13</td>
<td>Location (country) in geographic segmentation has been successfully used by Azam Bakhresa to increase sales performance</td>
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<tr>
<td>14</td>
<td>Urbanity in geographical segmentation is successfully used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>15</td>
<td>Climate carefully considered or used in geographical segmentation is by Azam Bakhresa company to increase sales performance</td>
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<td>16</td>
<td>Language in geographical segmentation is adequately used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>17</td>
<td>Geographic market segmentation increases sales revenue</td>
<td></td>
<td></td>
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<tr>
<td>18</td>
<td>Geographic market segmentation increases new net account</td>
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<tr>
<td>19</td>
<td>Geographic market segmentation increases customer retention rate</td>
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**PART III: DEMOGRAPHIC MARKET SEGMENTATION**

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<tr>
<td>20</td>
<td>Age in demographic market segmentation is correctly performed by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>21</td>
<td>Gender in demographic market segmentation is sufficiently used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>22</td>
<td>Income and occupation in demographic market segmentation is used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>23</td>
<td>Ethnicity and religion in demographic segmentation are considered used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>24</td>
<td>Demographic market segmentation increase sales revenue</td>
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<tr>
<td>25</td>
<td>Demographic market segmentation increase customer retention rate</td>
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<tr>
<td>26</td>
<td>Demographic market segmentation increases net new account</td>
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**PART IV: BENEFIT SOUGHT MARKET SEGMENTATION**

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<tr>
<td>27</td>
<td>Needs and wants are considered by used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>28</td>
<td>Benefit sought market segmentation increases customer retention rate</td>
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<tr>
<td>29</td>
<td>Benefit sought market segmentation increases sales revenue</td>
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<tr>
<td>30</td>
<td>Benefit sought market segmentation increases net new account</td>
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**PART V: PSYCHOGRAPHIC MARKET SEGMENTATION**

<table>
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<tr>
<td>31</td>
<td>Social status is considered in psychographic market segmentation used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>32</td>
<td>Personal traits are considered in psychographic market segmentation by used by Azam Bakhresa company to increase sales performance</td>
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<tr>
<td>33</td>
<td>Psychographic market segmentation increases sales revenue</td>
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<tr>
<td>34</td>
<td>Psychographic market segmentation increases customer retention rate.</td>
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<tr>
<td>35</td>
<td>Psychographic market segmentation increase net new account.</td>
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