

B2C MARKET SEGMENT EVALUATION USING THE AHP BASED SIMULATION APPROACH FOR THE AUTOMOBILE SECTOR

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ABSTRACT

With the dynamics of changing market structures, the segmentation strategies of the companies need to be continuously adjusted. The best criteria for segmentation changes for different markets, products and strategies.

The aim of this study is to determine the relative importance of the market segmentation criteria, and to rank the preferential alternatives for an overall evaluation of segmentation, which has a strong correlation with the positioning of a company, by using the analytical hierarchy process (AHP) based simulation approach. The integration of the simulation approach will be used to implement the model under different possible scenarios and for their comparisons. The study represents an application of a B2C (business to consumer) market segmentation in the automobile sector in Turkey.

Keywords: AHP, Market Segmentation, Automobile Sector, Simulation Approach