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Review of Market Segmentation by Johan Arndt

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Abstract

A review of *Market Segmentation* by Johan Arndt. Originally published by the *Journal of Marketing*.

Keywords

economics, market segmentation, statistical methods

Disciplines

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Review: [untitled]

Author(s): J. Scott Armstrong

Reviewed work(s): Market Segmentation by Johan Arndt

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material. A decision-process orientation throughout the text would perhaps have served to integrate the material better than the inclusion of such an addendum.

The major criticism of the book concerns its limited coverage of recent research contributions. The four years between the first and revised editions of the text have produced a wealth of published research material. The experimentation and investigation in consumer buying processes have advanced knowledge in the area far beyond the boundaries reflected by the text. The enormity of recent research material dictates selectivity and makes impossible the coverage of all relevant material. It does seem, however, that a text should accurately reflect the state of the art as well as present and future directions of investigations. Comparison of the first and revised

editions suggests that consumer behavior has not progressed significantly over the four-year period in many areas, for example, attitude research, brand choice, and information search and processing. In short, the text fails to reflect the dynamism of consumer behavior.

In spite of the above criticism, the author presents the basics of consumer behavior in a clear and concise manner. The book's idyllic style will no doubt meet with approval from most educators and students.

THOMAS L. BROWN

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MARKET SEGMENTATION

by Johan Arndt

(Universitetsforlaget, Oslo, Norway, 1974. 71 pp. Norwegian kroner 20, less than \$4.00.)

This very short soft-cover book provides a general overview of market segmentation with primary emphasis on two areas: the economic aspects of market segmentation and statistical methods for market segmentation.

In the first area, the orientation is a traditional economic one: how can market segmentation be used to benefit the stockholders, rather than how can it be used to benefit consumers. In the second area, the discussion is concerned primarily with applications of discriminant analysis and tree analysis (cross-classification).

A substantial literature review (about 140 items) is provided. This literature generally reflects the period 1960 to 1972, but there are some unfortunate omissions; for example, Sonquist's *Multivariate Model Building*, published by the Survey Research Center of the University of Michigan in 1970, is not mentioned. There are few surprises; the bibliography restricts itself primarily to familiar marketing sources. The one exception is that many Scandinavian sources are listed. While Arndt attempts to draw some generalizations from this literature, the reviewer found the attempt to be less than convincing. The major value of the book, then, lies in the fact that it is a very nice review of the literature.

The book makes for fast reading. However, the organization is not strong and there are numerous minor errors.

So who needs the book? The reviewer suggests that graduate students interested in market segmentation may find this little book a useful and inexpensive way to start. Also, researchers in market segmentation might want to check for references that they may have possibly overlooked.

Arndt concludes that the market segmentation area is likely to be a rich field for theoretical and empirical inquiry in the years to come. The reviewer's conclusion after reading this book is that there's not much good news to report on market segmentation. The past decade has not produced any *obvious* advances for market segmentation in our ability to explain, predict, or control. Rather, progress in the field of market segmentation is getting to be like that old definition of becoming an expert—"to know more and more about less and less until eventually one knows everything about nothing." One could just as well read Arndt and decide that market segmentation has had its day and that it is time to direct our efforts to other areas.

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