

## DEMOGRAPHIC MARKET SEGMENTATION AND MARKETING PERFORMANCE OF FAST FOOD COMPANIES IN YENAGOA, BAYELSA STATE

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### Abstract

*The study investigated the relationship between demographic market segmentation orientation and marketing performance of fast food companies in Yenagoa, Bayelsa State. The study adopted a cross-sectional survey research with explanatory research design. The population of the study comprised six (6) fast food firms operating in Yenagoa metropolis. The population was studied as a census investigation. However, two managers; branch and marketing managers were used for the study in each company making up a total of 12 respondents. Twelve copies of the questionnaire were distributed to the respondents and ten copies were deployed for analysis after coding and editing. The study employed both descriptive and inferential statistics to analyze the study. These were added with the statistical package for social sciences (SPSS) version 25.0. The findings of the study are that demographic segmentation has positive and significant relationship with the measures of marketing performance; customer retention exploration in a context specific of fast food marketing s in Yenagoa, Bayelsa State. The study concludes that, demographic market segmentation orientation significantly enhances marketing performance of fast food marketing s in Yenagoa. We therefore recommend that, the fast food industry players in Yenagoa should operationalize both demographic and geographic dimensions of market segmentation in Yenagoa Bayelsa State. This should be supported by optional resource utilization.*

**Key Words:** Market Segmentation, Demographic Segmentation, Marketing Performance, Customer Retention.

### Introduction

The fast food industry in Nigeria and by extension the Yenagoa economy is one of the growing sectors that provide a ready-made food for the citizens of the Bayelsa State capital and its environment. These businesses normally target students and working families that are very busy with studies and work activities at school and the workplace respectively without necessarily having sufficient time for domestic work-related issues (Ndem & Ebitu, 2019). Thus, it is evident that most students and workers especially, single individuals are the highest number of customers of the fast food providers. The fast food companies provide menu varieties at on store services to customers and also provide customized services to some high net worth customers direct to their homes and offices. Again, some of the fast food companies also engage in offshore catering services to some selected oil and gas institutional customers and their staff (Ogbidi, 2009). These services have contributed significantly to the progress of the companies in terms of sales and profitable growth historically (Ogbidi, 2009).

It is pertinent to note that, most of the fast food marketing businesses are struggling to survive due to competition, external environmental factors and internal operational orientation that are not

favourable. These scenarios have force some of the service providers to close their shops while others are experiencing dismal performances. Again, some are seen resilient to external shocks by leveraging internal and external resources in their operating environment (Nwokah & Didia, 2015). Hence, a fast food marketing that wants to survive the 21<sup>st</sup> century Yenagoa business environment should properly develop business orientation that are effective and sustainable in the market place. Fast food marketing companies should be able to identify their markets and ensure profitable growth and performance in those markets. One of the ways the fast food industry players can identify their markets is through market segmentation orientation (Gillian, 2011).

Market segmentation strategy is the division of a heterogeneous market into different homogeneous markets and applying market mix strategy which are appropriate to each feasible, accessible and profitable target market segment. This is laudable because, the organization do not have all the resources to serve the total market which in effect is heterogeneous in nature (Kotler & Keller, 2012; Kotler & Armstrong, 2008). Thus, companies will find it easier to serve customers with common or homogeneous characteristics. This will help companies to effectively and efficiently serve their market segments that are most profitable. Again, this approach to managing markets will crop up sustainable customers' satisfaction and business performance in the medium to long term horizon (Kotler & Keller, 2012).

Business or marketing performance is the successes or failures recorded by businesses in a trading period in the light of known qualitative and quantitative factors. There are several indicators used to measure the performance of business. These variables are profitability, sales growth, market share, customer satisfaction, employee retention, shareholders value maximization, return on investment, return on equity, price earnings ratio, profitability index etc (Nwokah & Dida, 2015). Hence, it is the responsibility of corporate management to effectively manage their organizations in a cost-effective manner in order to experience positivity in the foregoing performance indicators. Thus, market segmentation orientation will bring about successful business performance. However, the relationship between market segmentation orientation and marketing performance in the context of fast food companies in Yenagoa, Bayelsa State was omitted by previous studies. In order to fill this gap, the researcher developed the interest to investigate the correlation between market segmentation orientation and marketing performance in the specific context of fast food marketing companies in Yenagoa, Bayelsa State.

The fast food companies in Yenagoa metropolis were created to provide fast food services to students, families, working wives, institutional customers and outdoor catering services to oil and gas companies in the Yenagoa and its environs. Historically, these institutions were serving their markets effectively and making profitable returns for shareholders. Most recently, most of the companies in the fast food industry in Yenagoa are faced with dismal performances and are forced to close due to declining sales and negative profit bottom lines. The fast food industry is generally experiencing low sales turnover. What should be the root causes of these problems? The players are experiencing dwindling customer patronage and the institutions are not expanding to other communities' market within the Bayelsa State business environment.

What should be accountable or responsible for these problems? It is possible that, demographic segmentation orientation is not well applied and executed by the fast food marketing operations in Yenagoa, Bayelsa State. In the face of these speculations or uncertainty, the researcher developed the interest to investigate the relationship between demographic market segmentation orientation and marketing performance of fast food companies in Yenagoa, Bayelsa State.

## **Literature Review**

### **Theoretical Review and Framework**

This section will discuss baseline theories serving as the foundation for the study and support for the literature review building. Theoretical framework is the guide and structure that support the entire research process. This study employed the theory of market segmentation as the baseline theory to anchor this study.

#### **Theory of Market Segmentation**

The theory of market segmentation is credited to the works of Claycamp and Massy (1968). This theory is presented as a multistage mathematical model of the full range of segmentation possibilities from the perfectly discriminating monopolist to the mass marketer. The theory's major implication for the philosophy and application of the market segmentation strategy is that, society is made up of people and these people live in clusters and are specially separated. The theory postulates the heterogeneous nature of such society that should guide marketing orientation.

The premises of the theory of segmentation are the theoretical foundation of the segmentation strategy, the normative theory of the segmentation process that recognizes the implementation of the theory and its operational advantages. The theory of markets segmentation was developed in economic theory to show how companies trading homogeneous product or service in a market characterized by heterogeneous demand could maximize profits. The theory shows that optimal profits can be achieved if the company uses consumers' marginal responses to price, i.e. price elasticity, to define mutually exclusive segments and set price or output so that marginal profit achieved in each segment are equal.

The relevance of their theory to this present study is that a consumer who is selling homogeneous products and services to markets characteristic of heterogeneous demand, the theory of market segmentation can successfully apply by dividing customers who have homogeneous market demand into sub marketing. by this grouping the organization can reach each homogeneous market with the most relevant and appropriate homogeneous products and services i.e. the marketing mix which is homogeneous will now be applied to the most feasible, attractive and profitable homogeneous market.

#### **Conceptual Review**

The conceptual review will cover literature review on the various concepts of demographic market segmentation orientation and the concepts of marketing performance and its measures.

#### **Concept of Market Segmentation Orientation**

Companies do not have all the resources to embark on a mass marketing effort to serve a heterogeneous market, companies need enough human capital, funds, materials and methods to deploy in the several markets it needs to serve which of course is limited in supply (Kotler & Keller, 2012). Hence, organizations based on availability of limited supply of resources should identify market segments that are feasible and most profitable in order to apply its marketing mix for effective and efficient cultivation. Market segmentation orientation is the division of a heterogeneous market into different homogeneous market and applying marketing orientation appropriate for each homogenous market. The segmentation orientation requires dividing the total market with diverse products/service's needs, grouping customers who have common characteristics as a market segment and applying marketing mix to the most feasible, accessible and profitable market segments (Kotler & Keller, 2012; Kotler & Armstrong, 2008).

Effective marketing and business strategy require the segmentation of the heterogeneous market into homogeneous segments. This will help the marketing executives to develop and implement the right marketing mix choices for the different homogeneous market. Most importantly, all markets are heterogeneous in nature, having different characteristics in terms of needs and wants, preferences and perception. This is evident from observation and from the proliferation of different markets even within a geographic environment or location (Yoran & Bell, 2007). Hence, segmenting markets and applying the most relevant marketing strategy is highly imperative.

For effective and laudable market segmentation positioning, a segmentation audit can help a marketing make initial determination as to whether it uses an effective segmentation strategy. The audit will reveal to the marketing executives the different markets that exist which need to be served differently. Segmentation orientation provides opportunities for companies to better serve their target markets with goods and services that appropriately match their expectations (Gupta & Lehmann, 2003). Hence, customers are most important in business and should be seen as asset. This is the reason why studying and profiling customers into different group markets is important (Gupta & Lehmann, 2003; Sandor & Wedel, 2005). Thus, dividing heterogeneous market into homogeneous markets helps marketing s to successfully penetrate and position in markets to acquire market share, improve sales and profitable growth.

According to Gupta and Lehmann (2003), market segmentation strategy could be defined as the grouping of customers who have common demographic, social and geo-physical characteristics as a market and developing and executing h right marketing mix strategy to each selected segment for the satisfaction of the target market and the success of the marketing. The importance of marketing segmentation is the avoidance of resource wastage on mass marketing and for a company to leverage limited resources and apply same on market segments that are most attractive and profitable (Kaplan, 2011). Again, segmentation orientation helps marketing management to be more efficient in terms of time, money and other resources. Segmentation orientation allows companies to learn about their customers. They gain a better understanding of customers' needs and wants and therefore can tailor marketing communication campaigns to customer segments most likely to purchase products or services (Kaplan, 2011; Kotler & Armstrong, 2008).

### **Demographic Segmentation**

Demographic segmentation is the division of a heterogeneous market into different homogeneous market by employing population or demographic characteristics such as age, gender, occupation, income, ethnicity, nationality etc to group customers into a homogeneous market segment (Kaplan, 2011). Hence, markets are segmented according to these demographic factors. For example, a company can group customers with different income levels into different market segments and design products or services to meet the expectations and satisfaction of these different markets. Again, an institution can design a product to reach a young female market with different specific ages forming different market segment (Kaplan, 2011; Kotler & Keller, 2012).

According to Kaplan (2011), demographic segmentation could be defined as the division of markets according to customers' population dimensions such as age, sex, occupation, income etc. The author posits that demographic segmentation consists of these factors. Therefore, with these variables in the mind of the marketing executives, the manager can choose which consumer they will accommodate.

Demographic segmentation helps a company in understanding its consumers and satisfying their needs and wants, preferences and perception. In today's global market, competition in the market place is driven by shift in demographic characteristics. Therefore, analysis of demographic factors and

their changing pattern in the market place is imperative for the strategic organizations and their successes (Yoram & Bell, 2007; Kotler & Keller, 2012). Hence, demographic factors are important factors in building orientation around the market. Organization should have knowledge of the existing demographic profiles in the market, the demographics they are building their products and services for, the dynamics occurring in the market in terms of shift of the demographic variables (Kotler & Keller, 2012; Kotler & Armstrong, 2008).

### **Concept of Marketing Performance**

The performance of an organization is the successes or failures recorded by business organizations in the light of known qualitative and quantitative factors which are usually measured at the end of the fiscal year (Taaub & Issor, 2019). However, companies can also measure their performances monthly, quarterly, half-yearly and yearly (Ben, 2014). Thus, according to Taouab & Issor (2019), marketing performance could be defined as results obtained in organization which characteristics competitiveness, efficiency and effectiveness to the company and its structural and procedural components. Again, according to Porter (1986), marketing performance is the ability of a company to create value for its customers or the market. This means, performance of marketing is dependent on how the organization provides superior value for the customers or its clients relative to the competition in the market or industry (Porter, 1986; Taouab & Issor, 2019).

Furthermore, for an organization to be a going concern, management of the marketing must work towards the progress of the market, ensure its continuous performance for the benefit of all stakeholders including customers, employees, shareholders, suppliers/distributors, agents and the publics (Agwu, 2019). Hence, businesses have grown to the realization that no individual function in the workplace alone can work for the progress of the entire marketing effort. Therefore, all stakeholders within the marketing and outside the company must work in synergy for the overall success of the company (Agwu, 2019; Taouab & Issor, 2019). Thus, this depends on how the company can align and fulfill the needs and expectations of most of its critical stakeholders. Performance therefore, is dependent on meeting stakeholders' need and wants and their expectations and requirements.

Moreso, the performance of an organization requires input resources and the effective and efficient utilization those resources. For a marketing to perform optimally, the institution should leverage the following resources; man, machine, materials, methods and information (Carnes, Hitt, Sirmon & Chirico, 2021). Hence, corporations should leverage resources for innovative production of goods and services as this will successfully produce a superior performance of the company in the market place (Carness et al., 2021). Thus, the integration of resources for optimal use of an organization improves the performance of the marketing. The absence of resources or dearth of resources implies that, organization may not have the required inventory to put at work. Workplace management is therefore required to harness the best resources internally and externally, utilize same for the organization's sustainable performance (Carnes et al., 2021; Agwu, 2019).

### **Measures of Marketing Performance**

Scholars have given different operational definitions to the construct of marketing performance. According to Taouab & Issor (2019), marketing performance is defined into three measures which are competitive, efficiency and effectiveness. This definition or operationalization is highly supported by Verboncu and Zalman (2015), who measured marketing performance into same three variables; competitiveness, efficiency and effectiveness. In contrast, Nwokah and Didia (2015) operationalized

marketing performance into three measures which are market share, customer retention and cost reduction. Thus, this study discusses marketing performance and a unit measure of customer retention.

### **Customer Retention**

Customer retention is one of the most important variable measuring organizational or marketing performances. It is a very strong indicator that measures business performance. This is a saturation where the customer stays and continuously patronizes the company and product brands. The customer continues to buy the company's products or service for a prolonged period and this brings about the benefit of customer life time value to the organization (Kotler & Keller, 2012; Kotler & Armstrong, 2008). Hence, companies should work to provide value creating goods and services for the market. Again, such goods and services should be superior relative to competitors offering in the market place.

### **Empirical Review**

This section discusses studies that were done by previous scholars that are related to the present study.

### **Market Segmentation Orientation and Marketing Performance**

Market segmentation orientation implemented by marketing companies enhances business performance. This foregoing is validated by previous studies. Taouab and Issor (2019) investigate the relationship between market segmentation orientation and marketing performance in the context of manufacturing companies in Morocco. The study employed the regression analysis and the findings of the study is that segmentation orientation of demography, geographic segment, behavioural and psychographic dimensions positively and significantly influence marketing performance. Thus, market segmentation orientation enhances marketing performance of manufacturing companies in Morocco. This finding is highly supported with the works of Ivanoru and Avasilcai (2014) who discovered that performance of a company is largely dependent on how a company identify and segment its market in the light of other factors necessary for the growth of marketing.

Furthermore, market segmentation improves the performance of most organizations. Identifying customers with common characteristics in a heterogeneous market and designing an homogenous marketing mix appropriate for each segment has significantly improved corporations. This is in agreement with the empirical works of Ndem and Ebitu (2019), in their study of business and consumer buyer behaviours in Nigeria. The study employed the Spearman rank order correlation and it was revealed that identifying, segmenting markets into business and consumer markets with careful study of associated customer behaviours significantly improves the performance of marketing s in Nigeria. This finding corroborates the study of Pride and Ferrell (2014) who discovered that successful business performance is based on identifying, knowing, segmenting and serving needs and wants appropriately.

The philosophy of market segmentation improves educational services in Nigeria. Kabir (2015) studied the philosophical underpinning of market segmentation and impact on educational services in the context of primary educational services industry in Kano State. The study employed a correlational study and the finding of the study is that, the theory of market segmentation successful improves educational services in the context of primary educational services in Kano, Nigeria. From the expositions above, the implementation of market segmentation orientation will successfully improve marketing performance of fast food marketing s in Yenagoa, Bayelsa State.

### **Demographic Segmentation and Marketing Performance**

The division of markets according to population characteristics such as age, gender, occupation, income etc improves the performance of business. This exposition is in support of empirical evidences. Ndem and Ebitu (2019), in the study of business and consumer behaviour discovered that studying consumers involves having knowledge about their demographics variables and employing these demographics for planning and matching markets. The study discovered that demographic factors touching on consumer behaviour influence business performance. This finding is in line with the study findings of Kabir (2015), who discovered that the philosophy of market segmentation dimensions including demographic segmentation successfully improved business performance.

Demographic segmentation implemented by companies brings about successful corporate performance. This exposition finds expression in the study findings of Ogbidi (2009) who investigated the relationship between demographic factors and company effectiveness. The study made use of correlational study with the help of the Pearson product moment correlation. The finding of the study is that demographic factors such as age, gender and income correlate with marketing performance measures, customer satisfaction and customer loyalty. This finding is in agreement with the findings of Levin and Johnston (1996) who discovered that income and age positively and significantly influence organizational buying behaviour which in turn influence the performance of the organization.

Demography and its criteria of segmenting markets have historically brought success to companies. The study of Gillian (2011) supports this position. He studied the enxus between demographic segmentation and marketing effectives in the context of the courier industry in Texas, America. The study employed the Pearson product moment correlation and the finding of the study is that demographic variables of age, gender and income affect the buying behaviour of customers which also influence the performance of the organization. Invariably, demographic segmentation is positively and significantly related to marketing effectiveness in the context of courier industry in Texas, United States of America. Demographic segmentation implemented by marketing companies enhances marketing performance. The following hypotheses are stated

Ho<sub>1</sub>: There is no significant relationship between demographic segmentation and customer retention of fast food companies in Yenagoa, Bayelsa State

Ho<sub>2</sub>: There is no significant relationship between demographic segmentation and new market exploration of fast food companies in Yenagoa, Bayelsa State.

## **Methodology**

This study adopted a cross sectional survey research design with the help of explanatory research design. A correlational method of investigation was also employed to ascertain the relationship among variables under investigation.

The population of the study was the six (6) fast food companies operating in Yenagoa metropolis in Bayelsa State namely; Skippers fast food, Kilimanjaro restaurant, Tosinta restaurant and bar, Pepperoni, Buka Swallow and Aridof Resort, Welness and Spa. This study carried out a census study. The entire population of six (6) fast food companies in Yenagoa was fully studied. However, two managers; the branch manager and the marketing manager in each marketing company constituted the respondents of the study i.e., twelve (12) managers were used for the study.

Data for this study were collected through primary sources. Primary data were collected from the twelve (12) managers with the help of questionnaire. Twelve copies of the questionnaire were distributed to the managers in the six (6) fast food marketing companies, two to each company's

branch and marketing managers respectively. The administration and retrieval of the questionnaire were personally carried out by the researcher. The instrument is divided into two parts; section A is manager's demographics and section B is the main questionnaire containing the measurement items of the dimension of market segmentation orientation and the measures of marketing performance respectively. The study instrument has measurement items were divided into five-point likert type scale from a scale of strongly agree to strongly disagree. This instrument helped the researcher in generating primary data which aided the research analysis.

### Reliability of the Research Instrument

The study instrument is reliable as it was pilot tested for consistency and reliability. However, it was also subjected to the SPSS Cronbach's alpha reliability coefficient. It was revealed that, the study instrument is reliable as all the variables have Cronbach's alpha values within the 0.70 recommended by (Nomally, 1978).

**Table 1: Cronbach's Alpha Reliability Coefficient (a)**

Variables	Cronbach's (a)
Demographic segmentation	0.81
Customer retention	0.78

Source: SPSS Output, version 25.0

### Estimation of Results

This section employed the use of descriptive statistics such as the mean, standard deviation and variance to analyse each of the measurement items of the variables

**Table 2: Demographic Segmentation as a Dimension of Market Segmentation Orientation (n = 10)**

Measurement Items	N	Mean	STD Deviation	Variance
In our marketing we focus on the high-income segment of the Yenagoa market and serve them well	10	4.45	0.18	0.033
In our marketing we strive to carve a niche for working families and provide customized solutions to their food needs	10	4.83	0.39	0.13
Our company focus on the young segment of the Yenagoa market and serve them better with our cutting hedge products and services	10	4.98	0.43	0.13
We mostly concentrate on customers who are students, public servants, private workers and oil and gas companies and their staff	10	4.52	0.38	0.12
Valid N (listwise)	10			

Source: Research Data, 2024

From table 2 demographic segmentation has four measurement items, measurement item three (3) which is the company having focus on young segment of the market has the highest mean score of 4.98, it means it has the greatest influence on demographic segmentation. However, all the other measurement items have good means and also relatively influence demographic segmentation. Gain, measurement item three has the highest standard deviation and variance scores which means, the variable has the most data variation.

**Table 3: Customer Retention as a Measure of Marketing Performance (n = 10)**

Measurement Items	N	Mean	STD Deviation	Variance
Our customers that we serve are always satisfied with our food menu and so we enjoyed continues patronage	10	3.49	0.18	0.11
Our customer that we serve are always satisfied with the services we render to them and so they are always willing to do business with us	10	4.02	0.19	0.15
In our marketing, the market segment that we serve are always loyal to us	10	3.03	0.21	0.14
We focus on providing quality food menus augmented with superior services relative to peer marketing s in the market	10	3.99	0.17	0.13
Valid N (listwise)	10			

Source: Research Data, 2024

Table 3 indicates customer retention as a measure of marketing performance. Customer retention has four (4) measurement items and measurement item two has the highest mean score indicating the most influence on customer retention. However, measurement item three and two have the highest standard deviation and variance scores respectively indicating the most data variations.

### Testing Research Hypotheses

The hypotheses stated in chapter one (1) were tested with the Pearson product moment correlation.

#### Decision Rule:

Reject the null hypotheses if the probability value calculated  $P \leq 0.05$  and accept the alternate hypotheses. Conversely, if the probability (p) value  $> 0.05$  we reject the alternate hypotheses and accept the null hypotheses.

#### Hypothesis 1

Ho<sub>1</sub>: There is no significant relationship between demographic segmentation and customer retention of fast food companies in Yenagoa, Bayelsa State

H<sub>A1</sub>: There is significant relationship between demographic segmentation and customer retention of fast food companies in Yenagoa, Bayelsa State

**Table 4: Correlation between Demographic Segmentation and Customer Retention**

	Correlation	Demographic Segmentation	Customer Retention
Demographic segmentation	Pearson Corr.	1	0.73
	Sig (2 tailed)		0.027
	N	10	10
Customer Retention	Pearson Corr.	0.73	1
	Sig (2 tailed)	0.027	
	N	10	10

\*Correlation is significant at the 0.05 level (2 tailed)

Source: SPSS output, version 25.0

From table 4, we have the correlation coefficient of 0.73 and the probability value of 0.027. This means, there is positive and significant relationship between demographic segmentation and customer retention of fast food companies in Yenagoa, Bayelsa State. We therefore, reject the null hypothesis and accept the alternate hypothesis which states; there is significant relationship between demographic segmentation and customer retention of fast food companies in Yenagoa Bayelsa State.

### Discussion of Findings

The findings of the relationship between market segmentation orientation and marketing performance of fast food companies in Yenagoa, Bayelsa State will be discussed in relationship with what exist in literature.

### Relationship between Demographic Segmentation and Customer Retention

The relationship between demographic segmentation and customer retention was found to be positive and significant in the context of fast food marketing s in Yenagoa, Bayelsa State. This finding is highly supported with the empirical works of Roger (1990) who investigated the relationship between demographic segmentation and marketing profitability in the context of American manufacturing marketing companies. The study made use of the Pearson product moment correlation and found that demographic segmentation positively and significantly correlates with marketing profitability in the context of American manufacturers.

Furthermore, the finding of this study is in agreement with the study findings of Yoram and Bell (2007) who studied the link between demographic segmentation and product positioning in the context of food and beverages marketing companies in North America. The study found that demographic segmentation positively and significantly impacts product positioning in the context of food and beverages companies in North America. This finding is in agreement with the works of (Ivanou & Auasilcai, 2014). Again, our finding is also in agreement with the works of (Ndem & Ebitu, 2019).

Moreso, the findings of this study are also made valid with previous studies. Thomas (2007) investigated the impact of demographic segmentation on organizational competitiveness of manufacturing marketing companies in China. The study employed a causal investigation with the help of regression analysis. It was found that demographic segmentation positively and significantly impacts organizational competitiveness in the context of China manufacturing industry. Our finding is also strengthened by the works of Kaplan (2011) who discovered that demographic segmentation improves organizational performance in the context of American airline industry. Thus, demographic

segmentation significantly improves customer retention of fast food companies in Yenagoa, Bayelsa State.

### **Policy Implications**

The findings of this study will guide practitioners in the fast food industry, particularly, the marketing s operating in the Yenagoa metropolis on how to address the challenges they found around segmentation, targeting and positioning of their products and services. This research will serve as a companion to guide their market analysis, identification, segmentation and positioning efforts. Again, the project will guide policy makers in the fast food industry to optimally make segmentation strategy decision. It can also be replicated by other industry sector leaders by guiding them in their market segmentation management.

### **Conclusion**

This study investigated the relationship between market segmentation orientation and marketing performance of fast food companies in Yenagoa, Bayelsa State. From the empirical evidence, we conclude that the dimension of market segmentation orientation; demographic segmentation significantly enhances marketing performance measures; customer retention in the context of fast food marketing companies in Yenagoa, Bayelsa State. Thus, market segmentation orientation significantly predicts marketing performance of fast food companies in Yenagoa, Bayelsa State.

### **Recommendations**

The following recommendations are made;

- i. The fast food industry operating in Yenagoa, Bayelsa State should operationalize demographic segmentation by extending its range such as age, income, occupation, gender etc. This will retain different customers and in turn increase marketing performance.
- ii. In implementing the efforts above, the company should optimally integrate resources; quality employees, money, materials, methods and information in order to successful drive the demographic segmentation goals and objectives.

### **Contribution to Knowledge**

The relationship between market segmentation orientation and marketing performance in the context of fast food industry in Yenagoa was neglected by previous research studies. This study was able to fill these gaps by contributing to the existing literature on market segmentation orientation and marketing performance. Thus, this study has made significant contribution to market segmentation and marketing performance stock knowledge.

### **Areas for Further Research**

This research work can be replicated in other sectors of the Yenagoa economy or by extension, Bayelsa State. Again, it can also be studied in other states of Nigeria. Furthermore, future research efforts can also introduce a second, third or even fourth variables; organizational structure and investigate the intervening strength of this factor. This is to find out whether similar or different results will be obtained by researchers.

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