Analysis of Market Segment Evaluation Using Gray Relational Analysis Method

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Abstract. This chapter explains the purpose of marketing and marketing planning, as well as marketing and strategic marketing. Highlights the asymmetry between the two regions and outlines the role of the market segment in strategic marketing. The market segment is defined and benefits and costs involved in the market segment strategy are discussed, while the purpose of marketing is to really meet the needs preferences consumer. This is an applicable process that benefits both consumers and suppliers. as well as enables a company's marketing planning process. This process is very important to take a walk, organize a map and accurately identify one's current location before starting the walk. Once you know the current location, you need to decide which mountain to climb next. Some of these characteristics are more important to customers than others expect, and not all customers emphasize any particular attribute that is the same.

1. Introduction

Marketing is the process by which marketers customize their marketing campaigns. It is not their company's goal to target each customer individually. By organizing the market into segregated groups, marketers are individual consumers. Beyond the goal, they can operate efficiently with time, money and other resources. This model is for consumers and marketers. The goal is to allow the audience to connect Inactive Marketing Reds the Risk Oppi Combining. Us Marketers of that information customize their strategies, they divide the market based on key characteristics, they create a common campaign and the chances of success in everything are higher than trying to implement it in genres. Market segment the customer segment divides the market into groups or segments based on different characteristics. The categories generated are as responsive and similar interests as marketing strategies, Consumers who share attributes such as needs or locations. Marketers divide the market on the basis of key characteristics, of that information basically, when they personalize their strategies, they have a common campaign the chances of success are higher than creating and trying to implement it in everything. Market Division is the grouping of the customer market based on different characteristics or Dividing into sections is a process. Sectors to be created, marketing strategies, requirements Or responsive and similar interests such as consumers sharing properties such as locations.

2. Market Segment Evaluation

This paper introduces the step-by-step process for ambiguous analysis (FAHP) new approach and Integrates the Cobras-G system Market segment evaluation and weight of each quantity for selection calculated by Fuzzy AHPU, and COPRASG method is the best in the market segment from the worst Proposed to prioritize up. The application of the ambiguous set theory is ambiguous and Allows inaccurate linguistic terms Should be incorporated into the decision-making process. This review serves as a model for selecting the market segment can be used for future research. A Case study is provided to illustrate what is proposed computer performance in a chair manufacturing company. International Distribution Centers, Storage, Freight Tracking, Domestic Transport Service, Customs Permit Service, Coordination, Many service attributes for exporters such as Packaging, labeling, assembly and packaging, labeling, assembly and characteristics are more important to customers than others Expect, and all customers they do not give the same emphasis applies to any particular attribute. Emphasize the personal importance of service characteristics to create a delivery it is essential to determine centralized service according to customer needs. Distribution centers connect customers with service attributes this article provides a guide to evaluating the importance of exporters. Also, in exporters Section 2 deals with the market segment And international distribution centers. Section 3 deals with the algorithm of discussions. Part 4 provides empirical analysis. Analysis and marketing for distribution center operators The conclusions drawn from the impacts are outlined in Section 5. In the literary setting, the Introduced Target Market Selection Assessment as a Problem of Customer Needs and Preferences Selection of Market Sectors Target Market different customer Is structured based on the analysis of the comparative attractiveness of the Types (McDonald & Dunbar, 2004). According to Weinstein (2004) the key distinction is for companies to identify the 'best' market segments Criteria should be carefully evaluated and weighed. McQueen and Miller (1985) The charisma of the market Three criteria were suggested for evaluation, including profit, variance and access. Locker and Berdu

(1992) Access to profit, access, and market Indrost Target Market Celeste's Assessment As A Problem Obi Kisotomer Needs and Preferences Celeste 'Obi Market Sectors Target Market. Besides, Simkin & Dip (1998) Target Market Selection Focuses More on Profit, The key factors to identify a homogeneous market are the market growth and market size introduced. segments and market the company Market segmentation in industrial enterprises is an essential part of marketing as it also helps to expand Becomes part of (The Process OP Dividing the Market certain subgroups of consumers, Also Also dream as segments, it is definite as the market segment. may be in the market and there may be potential customers, and there may be a few subgroups in common The division is made on the basis of properties. Result Market segments expect similar buying behavior (Dibb, Simkin 2008). advantage. Geography, Demographics, psychology, sought-after benefits and utilization ratio vary for market segment Fundamentals The market segment describes four steps in the process, including: Cluster analysis and ambiguous learning Proposed a new market segmentation system combining Techniques. However, the most common Techniques with some limitations in practice. Market segmentation methods are based on one-way cluster analysis, This method is useful for scanning MSE / MSS. Consumer targets are one of the most important components of the market because they are voices Marketing strategies for a central company can make a huge difference in implementation. Therefore, the complex From the market perspective some effective Flexible MCGDM methods are required. To overcome the market limit and MSE / MSS problem segment will vary depending on the different parameters taken into account. According to studies, market area consumption parameters: contract type, target, building and property typography. Many researchers in marketing projects have developed evaluation and selection Methods for achieving greater Customer satisfaction by focusing on a market segment designed to effectively meet customer needs. (GuoThere are four stages or practices by Calentone (2001): problem creation, segmentation, Section Evaluation and Selection and Section Strategy. As a practical matter, implicit Own price requirement for flexibility and cross-price flexibility between competing brands Flexibility of reasoning assumptions by examining the effects of specific combinations of assumptions Limitations can be implicitly identified. In own and cross price flexibility in the automotive sector Experiential research is available (e.g., Perry, Levinson & Fax, 1995; Van Peesbrock, 2006).In a different product market's, demand in more congested market segments and lower priced cars Own price flexibility is expected to be high. Own price flexibility of demand from -4 to -6 is expected for intermediate models; Small, utility Higher values are expected for vehicles and lower values for luxury or level vehicles. Vans and pickups are also less sensitive (Berry, Levinson & Pax, 2004). Many studies on targeted marketing have more audiences than first-time viewers consider themselves as an attractive market segment. The current study focuses on the balance between the cost of tourism and the economic potential determined by risk payment calls into question this assertion. In particular, two separate markets the method used here is to integrate the assessment of the risks involved in targeting the segments. Of As a result, comparisons of different market segments a detailed and accurate estimate of the attractiveness can be calculated. Own price flexibility of demand from -4 to -6 for intermediate models Is expected; Higher values for smaller, utility vehicles and lower for luxury or level vehicles Values are also expected. Vans and pickups are also less sensitive (berry Levinson & Box, 2004). Numerous studies on target marketing have been repeated over and over again Show the presence of visitors. Visitors are considered to be an attractive market segment. The current study, between the cost of tourists and the economic potential determined by risk Individual focus on balance within calls this assertion into question. In particular, two Here's a way to integrate risk assessment into individual market segments Used. As a result, different markets Comparisons of segments can calculate a comprehensive and accurate estimate of attractiveness Results and implications have been provided for both research and practice. In general, data This in Using cluster analysis to create basic market segments (variable standardization (Milligan & Cooper) 1988), and (6) external validation (Punch & Stewart 1983).Multiple packages (e.g., multiple package approaches, any for clustering, as there are interests and concepts or levels of application and attitude) the global problem determines whether to use a set of variables. One particular problem is how the variables are weighed or similar on a large scale Pre-selecting the appropriate subgroup of variables from clusters for clustering. More Posts Market categories It is more likely to be displayed on the platform. Data for market segments are insufficient and new records are set, collection is difficult due to lack of exposure opportunities, and this negatively affects the performance of the segment model. The process finally creates a vicious circle; the result is the integrity of the site; 2) there are data quality issues in insufficient market segments. Due to limited resources (e.g., number of exhibitions), the data market is inadequate for sections, relying entirely on the support of platform managers is impractical and important May affect the performance of sections. Therefore, for market segments with limited data, how to improve forecast performance is not a trivial but necessary problem. The market segment of ambiguous clustering analysis can be better evaluated using the same brand products for Customer satisfaction, this method can better consider the relationship and difference in similar markets; To reduce the risks of these markets and already occupied markets, it is better to use the obscure clustering analysis method compared to the market, so it is It is best to analyze ambiguous data in scientific and comprehensive results. Different types. Marketing results, Budget allocation, advertising, new service development, customer organization and sales development. Most marketing decisions are based on financial goals. target or asset where the property is located. In fact, how successful the marketing process is without taking the villa is profitable and Allah's company allocates resources to the operations. Makes a profit, allowing the company to allocate resources to operations. Therefore, marketers derive financial data from accounting. Edit systems and effective marketing plans and use them to maintain that data. The inattention is surprising in light of the unique movement of more than 35 million American consumers each year. However, change of residence as a dimension of consumer behavior for a potential market segment has received little This estimate is based on a population of 226 million in 1975. Focus on the year based on the classification of immigrants from March 1966 to 1967. According to 20 surveys conducted in 1948, approximately 20% of the country's population are displaced! Two-thirds of

immigrants go inland or inland each year, and one-sixth go to different districts in the same state and one-sixth to other states. The migration rate is 20.8%. Geographically the mobile segment is now more than twice the size of the country's black population. Moreover, it is estimated that by 1975 about 47 million people would change their residences each year. it is expected that about 15.6 million people will be relocated from their respective districts by 1975, while about 8 million 47 million immigrants are expected to move to different states between districts by 1975. In fact, no matter how successful the marketing process is, you will not be able to see the financial information. Proper financial information marketing managers will maximize profits, allowing the company to allocate resources to operations. Therefore, marketers constantly receive financial data from accounting systems and edit effective marketing plans, using and maintaining that data. However, for the potential market segment, the change of residence as a dimension of consumer behavior received little attention. Addressing more than 35 million Americans each year, the In the consumer's unique movement, the inattention to light is surprising. In 20 studies conducted in 1948, approximately 20% of the country's population was displaced! Two-thirds of migrants move inland or inland each year, with one-sixth moving to different districts of the state and one-sixth to other states. "Furthermore, many of the information displayed on the label is of consumer interest, targeting wineries and effective greenery illustrates the need to define marketing strategies.

3. Gray Relational analysis (GRA)

Also known as Gray Relational analysis (GRA), it is a Huazhong science and Created by Zhulong Deng. Belonging to the University of Technology This is the theory of gray matter Is one of the most widely used models. GRA uses specific information. No information It defines non-existent situations In fact, the conditions between these peaks are gray with partial information, and none These ideal situations occur in real world problems. Those who are black and have the right information are white. However, dim or Are vaguely described. The Developed by Zulang Deng Obi The University Obi Technology. Also known as Gray Relational analysis (GRA), which is Huazhong Developed by Julang Dengal of the University of Science and Technology. This is one of the most widely used models of gray system theory. GRA uses specific information. Defines situations where no information is available as black and those with accurate information as white. However, none of these idealized situations occur in real-world problems. In fact, the conditions between these peaks with partial information are described as gray, dim, or dim. Variation of the GRA model is very popular in GRA model engineering based on competency. Also known as Gray Relational Analysis (GRA), it was developed by Zhulong Deng of Hujong University of Science and Technology. This is one of the most widely used models of Gray system theory. GRA uses specific information. Defines situations where no information is available as black and those with accurate information as white. Partial information is described as gray, blurred or blurred. Also known as Gray Relational Analysis (GRA), One of the Gray Relational Analysis models developed by Hujong Zhulong Thengal. GRA is a specific application information. Non-informative situations are defined as black and those with accurate information are defined In white. However, this is the best, no circumstance are real world and do not cause problems. In fact, the conditions between these peaks with Partial information describes the gray, blurred or blurred The variant of the GRA model is the most popular in Taguchi-based GRA model engineering.

TABLE 1. shown in data set for market segment evaluation

	Degree of concentration	Laws and government agency regulations	Types of competitor	Contribution margins
Shane Watson	31.08	139.53	29.15	22.05
Yusuf Pathan	29.12	142.97	33.69	27.30
Ravindra Jadeja	24.08	122.58	29.18	23.10
Dwayne Bravo	23.17	128.28	24.60	17.59
Andre Russell	33.33	186.41	27.96	18.89

Table 1. Shown in data set for market segment evaluation criteria and value x1, x2, x3, x4 represented the segment factor, competition, financial and economic factors, technology factors,
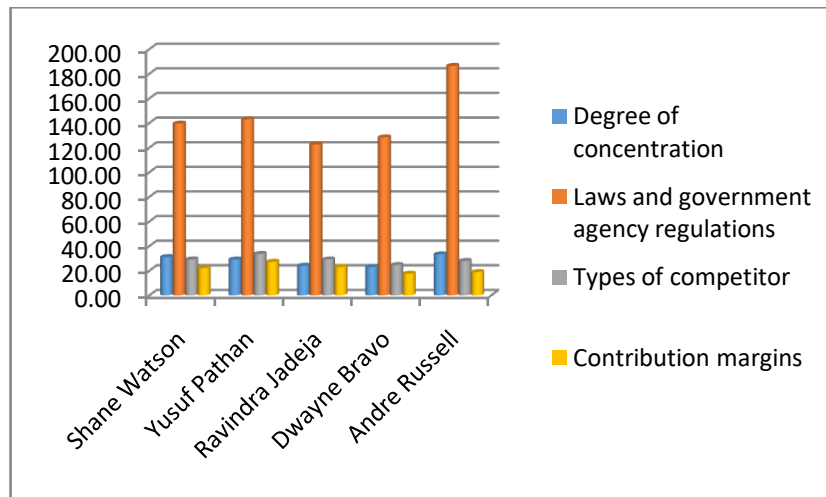
FIGURE 1. Shown in graphical representation

Figure 1. Shown in graphical representation by the segment factors, competition, technogicalfactors.above the figure highest and lowest value at the market segment evaluation.

FIGURE 2.Normalizing Data

	Degree of concentration	Laws and government agency regulations	Types of competitor	Contribution margins
Shane Watson	0.778543	0.265549	0.49945	0.54068
Yusuf Pathan	0.58563	0.319442	0	0
Ravindra Jadeja	0.089567	0	0.49615	0.432544
Dwayne Bravo	0	0.0893	1	1
Andre Russell	1	1	0.630363	0.866117

Table 2. Shown in normalizing data in the market segment evaluation normalizing data.bat avag, bat, SR, bowlavg, bowl SR.

TABLE 3. Shown in deviation sequence values

	Degree of concentration	Laws and government agency regulations	Types of competitor	Contribution margins
Shane Watson	0.221457	0.734451	0.50055	0.45932
Yusuf Pathan	0.41437	0.680558	1	1
Ravindra Jadeja	0.910433	1	0.50385	0.567456
Dwayne Bravo	1	0.9107	0	0
Andre Russell	0	0	0.369637	0.133883

Table 3. shown in deviation sequence values. Highest and lowest values in the sets. Market segment evaluation. These values calculate depend on the value of best and worst .obtain measures value for enhanced weighting factor using Bat.Avg, Bat. SR, Bowl.Avg, Bowl SR.
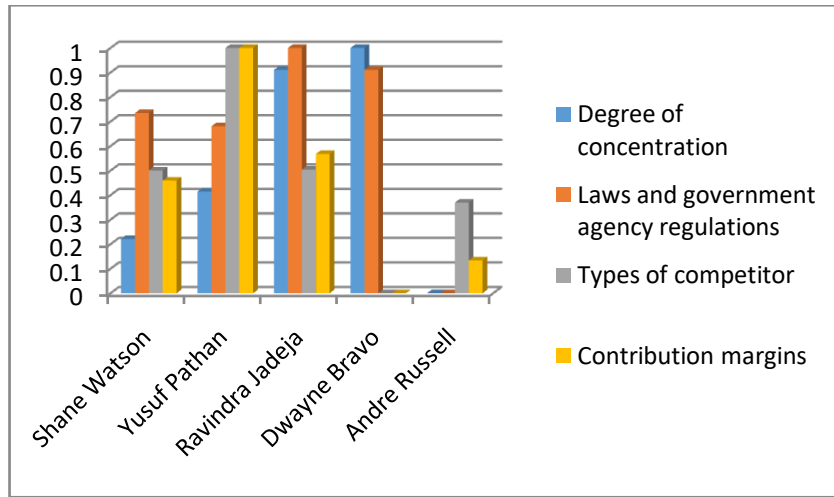
FIGURE 3. Shown in graphical representations

Figure 3. shown in graphical representations devotion seguence bowl.SR,devitional sequence bowl.avg,deviation sequence bat.SR,deviation sequence bat.avg.This values calculate depend on the value of best and worst .obtain utility (*Si*) and regret (*Ri*) measures value for enhanced weighting factor using GRA method.

TABLE 4. Shown in grey relation

	Degree of concentration	Laws and government agency regulations	Types of competitor	Contribution margins
Shane Watson	0.693042	0.405038	0.499725	0.521202
Yusuf Pathan	0.546825	0.423529	0.333333	0.333333
Ravindra Jadeja	0.354501	0.333333	0.498082	0.468403
Dwayne Bravo	0.333333	0.354434	1	1
Andre Russell	1	1	0.574953	0.78879

Table 4. shown in grey relation coffined values are extended grey coefficient GRG, Rank methods to given values. Highest value of the bat.avg, bat.SR, bowl avg , bowl SR. coefficient of the GRG highest to lowest value is given table. Rank The Switching frequency 3 is on the 1st rank, the switching frequency 4 is on the 2nd rank,the switching frequency 1 is on the 3rd rank,switching frequency 5 is on the 4th rank,swiching frequency 2 is on the 5th rank.
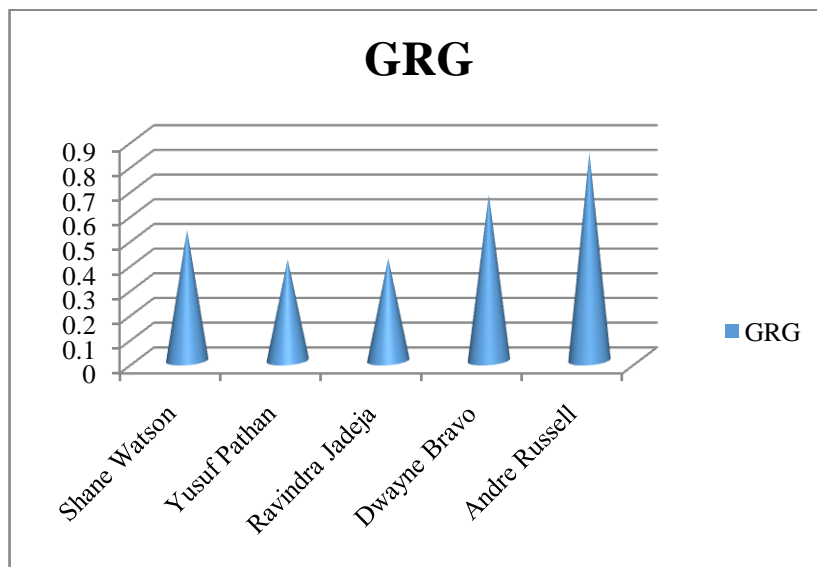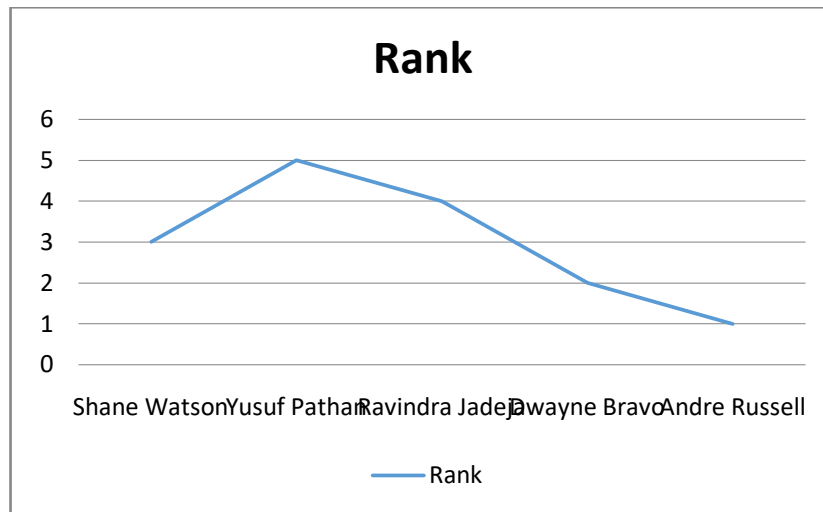

FIGURE 4. GRG

FIGURE 4. Rank for market segment

FIGURE 4.shown in market segment evaluation.grey relation coefficient shows that rank for the data set values in the above graph . The rank of Switching frequencies. The Switching frequency 3 is on the 1[st]rank,the switching frequency 4 is on the 2[nd]rank,the switching frequency 1 is on the 3[rd]rank,switching frequency 5 is on the 4[th]rank,swiching frequency 2 is on the 5th rank. Identify the best and worst value for enhanced weighting factor using method

4. Conclusion

Market segmentation is a very effective strategy for companies because it is no customers themselves finds out what they care about, to the extent of sending a message confirming brand success It also allows them to understand their needs. Now you know what a market segment is you know, start your research today. Target, proposal development, price creation and mass Marketing by marketing coaches for a variety of reasons, including improving communications this study indicates that division is essential. (Bailey et al. 2009: 227). Although it is considered its rationale is simple, the separation process is not easy (McDonald & Dunbar, 2004: xv) and this is the variety that needs to be taken into account Considerations are required. Many marketers implement Includes making and integrating, as well as creating new and innovative division strategies segregation in marketing strategy And concern for integration is clear from the literature. To address this, the selection of new variables in the segment models is one of the priorities of future segment research.

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