TITTLE PAGE
IMPACT OF MARKETING SEGMENTATION IN ACHIEVING OPTIMUM REVENUE GENERATION IN UNILEVER NIGERIA PLC. KADUNA

BY

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BEING A RESEARCH PROJECT SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION AND MANAGEMENT, COLLEGE OF BUSINESS AND MANAGEMENT STUDIES, KADUNA POLYTECHNIC, KADUNA

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KADUNA POLYTECHNIC.

JUNE, 2022

DECLARATION

I hereby declare that this research project "impact of marketing segmentation in achieving optimum revenue generation in Unilever Nigeria plc. Kaduna" was written by me under the guidance and supervision of Mal. Usman M. Kandi of the Department of Business Administration. I have neither copied someone work nor has someone else done it for me. All reference made to published literature have been duly acknowledged.

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APPROVAL PAGE

This Project titled "impact of marketing segmentation on in achieving optimum revenue generation in Unilever Nigeria plc. Kaduna" was conducted under supervision of Mal. Usman M. Kandi by Fatima Shehu Mohammed with Registration number KPT/CBMS/19/53649, and it has been prepared and in accordance with the regulation governing the preparation and presentation of research project in Kaduna Polytechnic, Kaduna. It is here by approved for meeting the requirement for the award of Higher National Diploma in Business Administration and Management, and for its contribution for knowledge literary presentation.

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DEDICATION

This project is dedicated to the Almighty Allah for sparing my life up to this day, and to my loving parent.

ACKNOWLEDGEMENT

All praises, honor and adoration to Almighty Allah for the mercy, kindness, and protection. For without him, this programme wouldn't have been possible.

In the pursuit of Endeavour of this nature no man complete a meaningful life than that one who appreciates the kindness of other man.

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To all my well wishers and classmates, may Almighty Allah bless you all and success in all your endeavors.

ABSTRACT

The purpose of the study was to establish impact of marketing segmentation in achieving optimum revenue generation in Unilever Nigeria plc. *The objectives which included: to evaluate the effect of demographic segmentation on revenue generation in Unilever Nigeria plc. Kaduna . to examine the effect of behavior segmentation on revenue generation in Unlived Nigeria Plc, Kaduna. To determine the effect of physiographical segmentation revenue generation in Unilever Nigeria plc, Kaduna. In an attempt to achieve the standard objectives, a survey research design was obtained. The population of the study was 85 out of which sample sizes of 70 were used. This researcher use sample random sampling techniques to get the required response as a dependable result. .it was the recommended Unilever Plc should also embark on research and development which they have neglected; it is know fact that manufacture used to import more than 60% of their raw material formally and the entire machinery needed for commencement of production that tile economy trend has changed many of them lots of problems. This now calls from a combine effort by both the government and the firm in finding researcher to source for local law material sand technology so as to increase the company profitability. Unilever plc is also advised not to only direct its marketing activities to large market segmentation but even small and profitable market segments.*

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CHAPTER ONE

INTRODUCTION

1.1   Background of the Study

Market segmentation is a customer-oriented philosophy. Market rather than being homogenous are heterogeneous and consumers are many and difficult to reach. No company can produce and market its product effectively, it has to identify a sub-market within the aggregate markets, select and reach it with a distinct marketing mix. Studies hav revealed that a marketer's success depends importantly on adequate knowledge of its product and more specifically on his skills in effecting ownership transfers.

According Wilkie and Cohen (2016), Market segmentation is process by which the total heterogeneous market for a product is divided into several sub-markets or segments and each segment is homogeneous in all major aspects and is different from the other. Wilkie and Cohen (2016) assert that, the need for market segmentation arises because a company with its limited resources cannot cater for the demand of the total market. In view of   this, it has to identify the segments where its product would be most suitable and market that would be most profitable.

Hiam and Schewe (2019), argue that there are several benefits of market segmentation. It helps in designing products that match with the market demand. A company could determine the most effective promotional strategy and position its promotional efforts to synchronize with the period when the consumer's response is likely to be the maximum.

Schnell (2009) views market segmentation as a process of identifying smaller market group of people or organization that exists within a large market. According to him, the people in a given segment are supposed to be similar in terms of criteria by which they are segment, and people in different segments are expected to differ in terms of those criteria. He further explain that market segmentation enables a marketer to divide heterogeneous market into smaller sub-market or market segment, in which people's want and characteristics in each of the smaller segment are essentially homogeneous, such that marketer can develop a specific marketing mix for the particular segment that is chosen as a target.

The underlying aims of market segmentation is to group customers with similar needs and buying behavior into segments, so that each segment can be reached with a distinct marketing programmer. The concept attempts to bridge the gap between diverse customer needs and limited company

resources, by encouraging distinct product and marketing offerings to be developed to suit the requirements of different customer segments (Assael & Roscoe, 2016; Blattberg, Sen, 2015; and Wind, 2017). 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 programmers (Kotler,2019 Blattberg, Sen, 2015; and Wind, 2017) However, as the regulatory situation has changed, competitive pressures have increased and profits have been squeezed, so that many institutions are now looking for ways to direct their resources at the most lucrative customer groups. The concept of market segmentation as cited in smith 2017. The most basic advantage offered by market segmentation is that it provides a structured means of viewing the market place confronting the firm (Wilkie, 2019). The present intensely competitive situation in the fast-moving consumer's goods (FMCG) sector in Nigeria has stimulated. However, one of the most important strategic concepts contributed by the marketing discipline to business firms and other types of organizations is that of market segmentation" (Myers, 2018). Segmentation involves a three-step process (Kotler, *Jude &*

Smith, 2019). The first step in this process is market segmentation, dividing a market into distinct groups of buyers who might require separate products and/or marketing mixes. The company identifies different ways to segment the market and develops profiles of the resulting market segments. In addition, one of the most frequently used methods for segmenting a market has been demographic segmentation. Demographic segmentation consists of dividing the market into groups based on demographic variables such as age, gender, family life cycle, income, occupation, education, religion, race, and nationality. One reason for the popularity of this method is that consumer needs, wants, and usage rates often vary closely with demographic variables. Another is that demographic variables are easier to measure than most other types of variables. Other variables can be used to segment markets. For example, geographic, psychographic and behavioristic variables are other common segmentation variables. The market segmentation and corresponding product differentiate strategy can give a firm a temporary commercial advantages, which is essential to its existence. From above, this study will discuss an increasing sales volume through marketing segmentation strategy of Unilever Nig. Plc. With special reference to an assessment of

the impact of market segmentation in achieving optimum revenue generation in the firm.

1.2   Statement of the Problem

Market segmentation is widely regarded as a panacea for a variety of marketing ailments. Yet research in the fast moving consumers goods (FMCG) sector highlights a number of significant barriers to the implementation of segmentation schemes. According to Cohen (2016) 75% of these barriers range from weaknesses in customer data and inappropriate organization structure, lack of marketing orientation and difficulties in obtaining a fit within the existing distribution structure while 60% of marketing literature acknowledge that these difficulties exist, there has been little formal analysis to capture the characteristics of this barriers Cohen(2016). This problem is compounded by the considerable size and diversity of the sector which make it difficult to generalized about the implementation problems. Smith (2002) believe that, 90% of academic research in the fast moving consumers goods(FMCG) sector has sought to identify appropriate segmentation approaches. For optimum revenue generation segmentation suggest that, a priori segmentation, which charges with determining the size and character of segments (Green, 2012) is the most widely used approach. The use of demographic variables, such as age and social class, are especially popular (for examples, Burnett & Wilkies, 2013; Mathews & Slocum, 2012; Yorke & Hayes,

2002). Post hoc segmentation is less widely used. This entails the grouping of respondents according to their responses to particular variables. Multivariate techniques may be applied in post hoc research, such as cluster analysis, factor analysis or multidimensional scaling. Despite the attention which the literature has given to the application of segmentation in fast moving consumer goods (FMCG) sector, the implementation aspect and problems associated with it have been identified as key areas for further research (Speed & Smith, 2005), similar sentiment 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, Kotler, Jude & Smith, (2015) and Yankelovich (2007) express concerns about the managerial usefulness and practical ramification associated with segmentation in achieving optimum revenue generation. However, Brown, Kotler, Jude, & smith (2009) identified missed opportunities resulting from unsystematic and inappropriate grouping of customers, a concern which echoed by Wind & Cardoza (2010). Although these concerns originate in a concerns originate in a different part of the literature, link with issues raised by Speed and Smith (2011) seem almost natural. The sentiments also arise in work by Doyle, Kotler, Jude, & Sm   ith, (2002), who express concerns about the degree to which fast moving consumer goods (FMCG) sectors mangers understand and implement the

segmentation concepts. Hence, this study shall seek to evaluate the effect of market segmentation on optimum revenue generation of Unilever Nigeria Plc.

1.3   Objectives of the Study

The main objective is to evaluate the role of market segmentation on achieving optimum revenue generation in Unilever Nigeria Plc, Kaduna.

The Specific Objective are:

i   To identify the effect of geographical segmentation on revenue generation in Unilever Nigeria Plc, Kaduna

ii   To evaluate the effect of demographic segmentation on revenue generation in Unilever Nigeria Plc,Kaduna .

iii   To determine the effect of physiographical segmentation on revenue generation in Unilever Nigeria Plc, Kaduna

iv   To examine the effect of behavioral segmentation on revenue generation in Unilever Nigeria Plc, Kaduna.

1.4 Research Question

In achieving the state objectives, the following research questions were raised:

i What are the effect of geographical segmentation on revenue generation in Unilever Nigeria Plc, Kaduna?

ii. What are the effects of demographic segmentation on revenue generation in Unilever Nigeria Plc, Kaduna?

iii What are the effects of physiographical segmentation on revenue generation in Unilever Nigeria Plc, Kaduna?

iv What are the effects of behavioral segmentation on revenue generation in Unlevel Nigeria Plc, Kaduna?

1.5 Significance of the Study

For this study not to be an effort in futility will be useful to a number of people and institutions among which are;

Organisation: The aim of this study is that the outcomes, results or findings should be beneficial to business owners, managers and organizations especially in the locality where this study is being

Gives an insight to managers and business owners on the importance of knowing the role of market segmentation and how to apply it in order to ensuring adequate organizational performance.

Research Institutions: This study is also relevant to research bodies and institutions in the nation as a whole because findings would also be relevant to students and users of information in conducting further research in areas similar to this study.

Policy Makers: This research is also of importance because it would aid government agencies in making and implementing policies that would enhance the stability, growth and development of businesses throughout the

region in matters concerning market segmentation on organizational performance by seeking ways to ensure that organizations are adequately segmented in accordingly manner thereby increasing overall productivity and performance levels as a prerequisite for the award of HND in BAM, Kadpoly.

1.6 Scope of the study

The scope of the study is to examine the role of market segmentation in achieving   optimum revenue generation in Unilever Nigeria Plc, Kaduna. The study covers the period of 2016-2020.

1.7 Limitations of the study

In any research work, there must be a challenges face at the course of the study. The researcher intended to investigate the impact of market segmentation in achieving optimum revenue generation in Unilever Nigeria Plc within the period of 2020-2021. In the process of carrying out this research project, the researcher encountered the following constraints which are.

Reluctant to reveal actual facts: The organization was so reluctant in revealing some   actual facts, this has made the researcher to be revisiting always because organization do not want to release information due to fear of breaking their secrets to their competitor.

CHAPTER TWO

LITERATURE REVIEW

2.0   Introduction

This chapter is concerned about the review of related literature. Various ideas, theories and definitions on the subject matter. The role of market segmentation in achieving optimum revenue generation in Nigeria. The review will be carried out under the following headings; concept of market segmentation, evolution of market segmentation, base for segmenting the education market, approaches steps in market segmenting a market, marketing orientation, product orientation, sales orientation, production orientation, marketing orientation, customer orientation, organizational orientation, criteria for evaluating market segmentation attractiveness, criteria for effect market segmentation, impact of market segmentation on the sales volume, empirical review of related studies, theoretical framework, summary of the chapter.

2.2   Conce

pt of Market Segmentation

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

According to amarch and varadha (2009) define market segmentation as subdivision of market into distinct subset of customer's where any subset may conceivably be selected as a target market to be reached within a distinct marketing mix. 'The power behind this definition is that whereas a very stiff competition as a result; of either too many products may prosper through developing for product for specific market segments whose needs and want are imperfectly satisfied by means of marketing offering. Kotler (2003), in his text, define marketing segmentation as an important and increasingly used technique to assists in targeting marketing.

it is concerned with distinguishing product possibilities but distinguishing relevant customer groups and their needs and interest.

Govine (2007) sees market segmentation as 'the analysis of particular total market in terms of its constituent parts, so that set of buyers can be determined. According to his theory, market segmentation represents recognition that people as buyer and consumer differ in their needs, task, family culture background, innovation, life style and attitude towards product and purchases. These set of buyers possess a distinct characteristics, so that they may be used as target against which product are positioned to meet segment needs. The customer's needs and a marketing segment may be selected.

Many different ways to segment a market have been identified. Business-to-business   (B2B) sellers might segment the market into different type of business

or countries. While business to consumer (B2C) sellers might segment the market into demographic segments, lifestyle segments, behavioral segments or any other meaningful segment Nwanchi (2017). Theist approach highlights the three areas of decision-making Market segmentation assumes that different market segments require different marketing programs — that is, different offers, prices, promotion, distribution or some combination of marketing variables. Market segmentation is not only designed to identify the most profitable segments, but also to develop profiles of key segments in order to better understand their needs and purchase motivations. Insights from segmentation analysis are subsequently used to support marketing strategy development and planning. Many marketers use the **S-T-P** approach; **S**egmentation— **T**argeting — **P**ositioning to provide the framework for marketing planning objectives. That is a market is segmented, one or more segments are selected for targeting, and products or services are positioned in a way that resonates with the selected target market or markets.

2.3   Evolution of Market Segmentation

Wendell (2017) is generally credited with being the first to introduce the concept of market segmentation into the marketing literature with the publication of the article, "Product Differentiation and Market Segmentation as Alternative Marketing Strategies." Smith's article makes it clear that he had observed "many examples of segmentation" emerging and to a certain extent saw this as a natural

force in the market that would "not be denied." As Schwarzkopf (2016) points out, Smith was codifying implicit knowledge that had been used in advertising and brand management since the 1920s.

Contemporary market segmentation emerged in the twentieth century as marketers responded to two pressing issues. Demographic and purchasing data were available for groups but rarely for individuals and secondly, advertising and distribution channels were available for groups, but rarely for single consumers. Between 1902 and 1910, George B Waldron, working at Mahan's Advertising Agency in the United States used tax registers, city directories and census data to show advertisers the proportion of educated vs illiterate consumers and the earning capacity of different occupations in a very early example of simple market segmentation. Cherington (2016) developed the 'ABCD' household typology; the first socio-demographic segmentation tool. Brand marketers approached the task from a tactical viewpoint. Thus, segmentation was essentially a brand-driven process until relatively recently, most segmentation in that they address immediate short-term decisions; such as describing the current "market served" and are concerned with informing marketing mix decisions. However, with the advent of digital communications and mass data storage, it has been possible for marketers to conceive of segmenting at the level of the individual consumer. Extensive data is now available to support segmentation at very narrow groups or even for the single

customer, allowing marketers to devise a customised offer with an individual price which can be disseminated via real-time communications.

2.4 Bases for Segmenting the Education Market

The major variables used in segmenting a market are demographic, geographic, psychological, socio-cultural and behavioural variables (see: Schiffman and Kanuk, 2014; and Kotler and Keller, 2016).

2.4.1 *Geographic segmentation* entails dividing a broad market into geographic units such as continents (Africa, America, Europe, Asia, and Australia), nations (Nigeria, Ghana, Niger, Mali. etc.), regions (North-West, North-East, North-Central, South-West, South-South, and South-East), cities (Lagos, Ibadan, Porthacourt, Abuja, Kano, Kaduna, Maiduguri, Sokoto, etc.) or neighborhoods. The philosophy behind geographic segmentation is that people who live in the same area are bound to share similar culture and experience the same weather which makes them to acquire similar needs and wants over time (Mawoli, 2017).

2.4.2 *Demographic segmentation* is the process of segmenting a consumer market using demographic variables such as age (childhood, adolescence, and adulthood), sex (male and female), marital status (single, married, divorced, widowed), family type/size (nuclear or extended), family life cycle (bachelorhood/spinsterhood, honeymooners, early parenthood, late parenthood, and dissolution), occupation

(student, teachers, civil servant, medical doctor, engineer, journalist, or lawyer), etc. [see: Schiffman and Kanuk, 2014; and Kotler and Keller, 2016].

2.4.3 ***Psychological segmentation***is the process of segmenting the consumer market using psychological variables such as motivation (physiological needs, safety needs, social needs, esteem need, self-actualization needs), life style (union-oriented, sport-oriented, culture-oriented, religious-oriented, academic-oriented, politicaloriented), attitude (positive and negative attitudes), perception (dogmatic or realist) and personality (achievers, ambitious, authoritarian, gregarious).

2.4.4 ***Socio-cultural segmentation*** is the process of segmenting a consumer market using socio-cultural variables such as religion (Islam, Christianity, Buddhism, or Traditional Religion), language (Hausa, Igbo, Yoruba, and Nupe), marriage (polygamy and monogamy), and social class (lower, middle and upper), etc.

2.4.5 ***Behavioural variables*** such as knowledge (what consumers know about a product), attitude (what consumers belief or expect in a product), uses (who are the users and how often do they consume a product), and responses (nature of consumers repurchase behaviour) can be used to segment a market (Mawoli,2017). Importantly, marketers can choose between single-base and multi base segmentation strategies. Single-based segmentation is when a market is segmented using one basis only. For example, when education customers are segmented using religious factor under socio-cultural bases. However, multi-stage segmentation

permits the use of two or more bases, for example, a proprietor with appreciable investment capital may choose to segment education market along demographic basis (pre-nursery school age, nursery school age, primary school age, and secondary school age), social class basis (high income class, middle income class, and low income), and religiosity basis (Islam, Christianity, and Traditional religion), and then target all school ages, high income class, and Christians. s Marketers can segment the market using any base or variable provided at it is identifiable, measurable, actionable and stable. For example, some fashion houses have segmented the market using women's dress size as a variable. However, the most common bases for segmenting consumer markets include: psychographics, demographics, psychographics and behavior. Marketers normally select a single base for the segmentation analysis, although, some bases can be combined into a single segmentation with care. For example, psychographics and demographics are often combined, but other bases are rarely combined. Given that psychographics includes demographic variables such as age, gender and income as well as attitudinal and behavioral variables, it makes little logical sense to combine psychographics with demographics or other bases Nwanchi (2017).

2.5 Approaches and steps in segmenting a market

There are two approaches of segmenting a market – the breakdown approach and the build-up approach. In the breakdown approach, the market is considered to

consist of customers who are essentially the same, so the task is to identify groups which share particular differences. The build-up approach considers a market to consist of customers that are all different, so here the task is to find similarities. The build-up method is customer oriented as it seeks to determine common customer needs (Baines, Fill and Page, 2011). The aim of both methods is to identify segments in the market where identifiable differences exist between segments (segment heterogeneity) and similarities exist between members within each segment (member homogeneity). Lamb and McDaniel (2003) suggested five steps in segmentation process. First, select market or product category for study; second, choose a basis or bases for segmenting the market; third, select segmentation descriptors; fourth, profile and analyze segments; and fifth, select target markets.

2.6   Marketing Orientations

According to Mary (2016), 'An orientation in the marketing context, relates to a perception or attitude a firm holds towards its product or service, essentially concerning consumers and end-users'. There exist several common orientations which include:

2.6.1 Product Orientation

A firm employing a product orientation is mainly concerned with the quality of its own product. A firm would also assume that as long as its product was of a high standard, people would buy and consume the product.

This works most effectively when the firm has good insights about customers and their needs and desires, as for example in the case of Sony Walkman or Apple iPod, whether these derive from intuitions or research.

2.6.2 Sales Orientation

A firm using a sales orientation focuses primarily on the selling/promotion of a particular product, and not determining new consumer desires as such. Consequently, this entails simply selling an already existing product, and using promotion techniques to attain the highest sales possible.

Such an orientation may suit scenarios in which a firm holds dead stock, or otherwise sells a product that is in high demand, with little likelihood of changes in consumer tastes diminishing demand.

2.6.3 Production Orientation

A firm focusing on a production orientation specializes in producing as much as possible of a given product or service. Thus, this signifies a firm exploiting economies of scale, until the minimum efficient scale is reached.

A production orientation may be deployed when a high demand for a product or service exists, coupled with a good certainty that consumer tastes do not rapidly alter (similar to the sales orientation).

2.6.4   Marketing Orientation

The marketing orientation is perhaps the most common orientation used in contemporary marketing. It involves a firm essentially basing its marketing plans around the marketing concept, and thus supplying products to suit new consumer tastes.

As an example, a firm would employ market research to gauge consumer desires, use R&D to develop a product attuned to the revealed information, and then utilize promotion techniques to ensure persons know the product exists. The marketing orientation often has three prime facets, which are:

2.6.5 Customer orientation

A firm in the market economy can survive by producing goods that persons are willing and able to buy. Consequently, ascertaining consumer demand is vital for a firm's future viability and even existence as a going concern.

2.6.6 Organizational orientation

In this sense, a firm's marketing department is often seen as of prime importance within the functional level of an organization.

Information from an organization's marketing department would be used to guide the actions of other departments within the firm. As an example, a marketing department could ascertain (via marketing research) that consumers desired a new type of product, or a new usage for an existing product. With this in mind, the marketing department would inform the R&D department to create a prototype of a product/service based on consumers' new desires.

The production department would then start to manufacture the product, while the marketing department would focus on the promotion, distribution, pricing, etc. of the product. Additionally, a firm's finance department would be consulted, with respect to securing appropriate funding for the development, production and promotion of the product.

Inter-departmental conflicts may occur, should a firm adhere to the marketing orientation. Production may oppose the installation, support and servicing of new capital stock, which may be needed to manufacture a new product. Finance may oppose the required capital expenditure, since it could undermine a healthy cash flow for the organization.

2.7   Criteria for Evaluating Market Segmentation Attractiveness

There are no formulas for evaluating the attractiveness of market segments and a good deal of judgment must be exercised. Nevertheless, a number of

considerations can be used to assist in evaluating market segments for overall attractiveness Segham (2019). The following lists a series of questions that can be asked. Segment size and growth:

i. How large is the market?

ii. Is the market segment substantial enough to be profitable? (Segment size can be measured in number of customers, but superior measures are likely to include sales value or volume)

iii. Is the market segment growing or contracting?

iv. What are the indications that growth will be sustained in the long term? Is any observed growth sustainable?

v. Is the segment stable over time? (Segment must have sufficient time to reach desired performance level) Segment structural attractiveness:

To what extent are competitors targeting this market segment?

Do buyers have bargaining power in the market?

Are substitute products available?

Can we carve out a viable position to differentiate from any competitors?

How responsive are members of the market segment to the marketing program?

Is this market segment reachable and accessible? (i.e., with respect to distribution and promotion)

Company objectives and resources:

Is this market segment aligned with our company's operating philosophy?

Do we have the resources necessary to enter this market segment?

Do we have prior experience with this market segment or similar market segments?

Do we have the skills and/or know-how to enter this market segment successfully?

2.8   Criteria for Effective Market Segmentation

The following criteria create effective in segmenting a particular market for optimum profitability

i.   **Measurable and Obtainable:** The size, profile and other relevant characteristics   of the segment must be measurable and obtainable in terms of data. It has to be possible to determine the values of the variables used for segmentation with justifiable efforts. This is important especially for demographic and geographic variables. For an organization with direct sales (without intermediaries), the own customer database could deliver valuable information on buying behavior (frequency, volume, product groups, mode of payment etc.) James (2018).

ii.   **Relevant:** - The size and profit potential of a market segment have to be large enough to economically justify separate marketing activities for this segment.

If a segment is small in size then the cost of marketing activities cannot be justified.

iii. **Accessible:** The segment has to be accessible and servable for the organization. That means, the customer segments may be decided considering that they can be accessed through various target-group specific advertising media such as magazines or websites the target audience likes to use.

iv. **Substantial:** The segments should be substantial to generate required returns. Activities with small segments will give a biased result or negative results.

v. **Valid:** This means the extent to which the base is directly associated with the differences in needs and wants between the different segments. Given that the segmentation is essentially concerned with identifying groups with different needs and wants, it is vital that the segmentation base is meaningful and that different preferences or needs show clear variations in market behavior and response to individually designed marketing mixes.

vi. **Unique or Distinguishable or Differentiable:** The market segments have to be that diverse that they show different reactions to different marketing mixes. If not then there would have been no use to break them up in segments.

vii. **Appropriate:** The segments must be appropriate to the organization's Objectives and resources.

viii. **Stable:** The segments must be stable so that its behaviour in the future can be predicted with a sufficient degree of confidence.

ix. **Congruous:** The needs and characteristics of each segment must be similar otherwise the main objective of segmentation will not be served. If within a segment the behavior of consumers became different and that they react differently, then a unique marketing strategy cannot be implemented for everyone. This will call for a further segmentation.

x. **Actionable or Feasible:** It has to be possible to approach each segment with a particular marketing programmer and to draw advantages from that. The segments that a company wishes to pursue must be actionable in the sense that there should be sufficient finance, personnel and capability to take them all. Hence, depending upon the reach of the company, the segments must be selected.

2.9   Impact of Market Segmentation on the Sales Volume

The act of dividing the entire market so that goods and services can be channeled to the target market has numerous impacts or benefit to the, aforementioned distribution company under study. Among the benefit are explained as under: Segmentation of target markets has several advantages.

i. Determining market opportunities:

Market segmentation enables to identify market opportunities. The marketer can study the needs of each segment in the light of current offerings by the competitors. From such study, the marketer can find out the current satisfaction of customers.

ii. Adjustments in marketing appeals:

Sellers can make best possible adjustments of their product and marketing appeals. Instead of one marketing programme aimed to draw in all potential buyers, sellers can create separate marketing programmes designed to satisfy the needs of different customers. Proper advertising and sales promotional appeals can be made depending on the target audience.

iii. Developing marketing programmes:

Companies can develop marketing programmes and budgets based on a clearer idea of the response characteristics of specific market segments. They can budget finds to different segments depending on their buying response.

iv. Designing a product:

Market segmentation helps in designing products that really match the demands of Unilever Nigeria company`s customers. Products with high market potential can be designed and directed to meet the satisfaction of the target market.

v. Media selection:

It helps in selection of advertising media more intelligently and in allocating funds to various media. The funds are allocated to various media depending on the target audience, impact of the media, competitor advertising, and so on.

vi. Timing of marketing efforts:

It helps in setting the timings of the promotional efforts so that more emphasis is placed during those periods when response is likely to be at its peak. For instance, consumer goods can be heavily advertised to Christians during Christmas season and to Hindus during Diwali time.

vii. Efficient use of resources:

By tailoring marketing programmer to individual market segments, the company management can do a better marketing job and make more efficient use of the marketing resources. For example, a small firm can effectively use its limited resources — money, sales force, etc. — in one or two segmented markets rather than unsuccessfully aiming at a wider market.

viii. Better service to customers:

Market segmentation enables the company to concentrate its marketing efforts in a particular market area, thereby, providing a better service to the target customers. Proper marketing segmentation can facilitate customer satisfaction.

groups have to be lower and the product and promotional efforts are adjusted accordingly.

ix. Assist in distribution strategies:

Segmentation also assists the company in adopting suitable distribution strategies. Different market segments may require different distribution mix. For example, if the product is of very high quality intended to target the upper class, then it must be distributed at prestigious outlets located at selective places. Groups have to be lower and the product and promotional efforts are adjusted accordingly.

2.10   Empirical Review of Related Studies.

Yi, Zhang, Liu and Zhang (2021) carried out a study on the impact of market segmentation on energy efficiency in china. The population consist of 30 provinces and the findings from the study reveals that market segmentation has significant effect on workers efficiency. However, the sample size drawn from this study is to small for the research of this nature, the study was domesticated in far away Asian Country, China and replication of similar in Nigeria, to allow generality and this study.

Lai, Yang ,and Chui (2021) investigate the impact o market segmentation on industrial transformation performance. The result showed that the market segmentation has an inverse effect on the organization's transformation. The gap

which the current study closes is that this study increases the robustness of the sample size to cover the gap.

Benjamin and Eboba (2021), investigate the impact of market segmentation on the productivity of dufil products in Nigeria. The research design adopted for the research work was the survey design where the population of the study consist of 172 management staff and the sample size for the study was 120. Findings from the study showed a significant relationship between market segmentation and organizational productivity.

Kabuoh, Asikhia, and Alagbe (2019), carried out a study on the impact of market segmentation on customer satisfaction. The research took a theoretical framework on the review of both independent variable (market segmentation) and dependent variable (customer satisfaction). The results indicate strong effect between market segmentation and customer satisfaction. Better options in form of recommendation were organization to imbibe segmentation based on benefit sought as well as behavioral based segmentation. Meanwhile, the study was conducted in marketing sector, while this present study will be conducted in customer sector and to be domesticated in Nigeria.

2.11   Theoretical Framework

2.11.1 Marketing Impact Model Theory

The need for measuring marketing impact is intensified as firms feel increase pressure to justify their marketing expenditures (Gruca and Rego 2015; Rust et al., 2017; Srivastava et al.,2017). Accordingly; marketing practitioners and scholars are under increased pressure to be more accountable for showing how marketing activities link to shareholder value.It is important to know that marketing actions, such as packaging, brand name, density of the distribution channel, advertising, permanent exhibitions, sponsoring, press bulletins, among others (Van Waters hoot and Van den Bullet, 2019) can help build long-term assets or positions as brand equity and customer satisfaction (Srivastava et al., 2018). These assets can be leveraged to deliver short-term profitability and shareholder value

2.11.2 Marketing Mix Theory

According to Kotler and Keller (2016), 'the theory of Marketing Mix was coined by Borden'. The theory is still used today to make important decisions that lead to the execution of a marketing plan. The idea of a marketing mix theory is to organize all aspects of the marketing plan around the habits, desires and psychology of the target market (McCarthy, 2017). This orientation considers marketing as it applies to the theory of the "4 Ps." The first P is product, and

takes into account its design, features and competitors. The second P, price, is a factor that can be adjusted to manage demand, to determine profit margin, and drive market share. Promotion is the third P. It seeks to find which media to engage in order to make the right people aware of the product's benefits, and which slogans, tag lines and logos will resonate with the target market. The fourth Place, determines where and how potential customers can access the product. Young people may want to browse, buy and pay online. Others may prefer the personal service of a trained financial person.

2.12   Summary of the chapter

This chapter explained the concept of Market Segmentation, Segment Marketing, Market Segmentation Procedure, Segment process Description. It also explains the Approaches to Market Segmentation which includes Ultimate consumers and industrial users. Various types of segmentation, Demographic segmentation, Behaviouristic segmentation were explained, Benefits and Limitation of Market Segmentation Strategy. It listed the Requirements for Effective Segmentation which are measurability, Accessibility, Substantial, and Differentiability. Reasons for segmentation among which are sales and Profitability. This chapter performed a review of the works of scholars in relation to market segmentation and the evaluation of its impact on revenue generation. Market segmentation was used as part of the framework. The theoretical base of the study was also established and their relevance to the current research investigation was also demonstrated.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1   Introduction

In this chapter, the researcher shall discuss the method and procedures used in collecting relevant data and gathering of information. These are important aspect of research work in order to ensure a reliable valid and authentic research work. Also, in this chapter, all necessary information will be explained in the process of collecting data and its analysis during this project.

3.2   Research Design

The research was carried out by employing description survey research design in which element of the specified population were studied. Under this design the study was limited to descriptive research design which according to Asika 2o16 which is gained to the collecting data to answer research question or explain the relationship among variables.

3.3   Area of Study

The area of study is Unilever Nig. Plc. Kaduna Branch. Kaduna south, Kaduna State.

3.4   Population of the Study

The population of the study consists of 85 employees working with Unilever Nigeria plc. The number of employees was obtained from Head of human resource manager (2021)

3.5   Sample Size and Sampling Techniques

This researcher use sample random sampling techniques to get the required response as a dependable result. The total respondent of 70 was selected usind krejcie and morgan (1970) sample size determination table. Krejcie and morgan (1970) stated that when the population sample is large the random sampling techniques should be used to determine the sample size of the study.

3.6   Instruments for Data Collection

The instrument used for data collection is beself-designed structured questionnaire. The Likert 5 scale of strongly agree, agree, undecided, disagree and strongly disagree options was drawn to elicit responses to address the research questions.

3.7   Validation of Instrument

The copy of the questionnaire accompanied by a letter containing the purpose of the study and the research questions was presented to the researcher's supervisor for face validation, the suggestion of the supervisor were used in improving the quality of the questionnaire.

3.8   Reliability of Instrument

This has to do with consistency obtained from the results of the application of the instruments. The instrument used for data collection and is reliable; its consistency gives the same or similar result. The test-retest method of reliability test is used.

3.9   Method of Data Collection

The researcher personally administered the questionnaires to the respondents through the help of research assistant of Unilever Plc Kaduna.

3.10   Method of Data Analysis

The researcher adopted the mean statistics as the statistical tool for analyzing data collected. The decision rule is based on a cut-off point of 3.00. A mean of 3.00 and above is regarded as agreed, while points below a mean average of 3.0 are regarded as disagreed.

The mean agreed point is calculated as follows:

$$X = \Sigma \frac{fx}{N}$$

$$\frac{5+4+3+2+1}{5} = \frac{15}{5}$$

Therefore $X = 3$

The five-point Linker scale is used in the options for the questionnaire in the range of SA, A, UD, D and SD.

Where:

SA   =   Strongly Agree

A   =   Agree

UD   =   Undecided

D   =   Disagree

SD   =   Strongly Disagree

CHAPTER FOUR

DATA, PRESENTATION AND ANALYSIS,

4.1   Introduction

This chapter gives the data analysis of the study findings which were

collected and analyzed by the researcher by use of quantitative and

qualitative method so that to enable a good understand of the findings.

4.2   Presentation of Findings

4.2.1 Response Rate

Table 4.1 Response Rate

RESPONSE RATE	FREQUENCY	PERCENTAGE
Response	70	100
No response	-	-
Total	70	100

Source: field survey, 2022

From the study findings on table 4.1, out of 70 questionnaires that were

administered to the responded, all 70 of this were returned for analysis.

This 70-response rate was considered to be appropriate for analysis. Out of

these 70 questionnaires only 70 respondents   responded positively which

is 70% and the other remaining 30 questionnaires   responded negatively

and they were unfilled. This indicated that the respondents were able to answer the questionnaire

4.2.2 Gender response

Table 4.2 Gender Response

Response rate	Frequency	percentage
Female	50	71
Male	20	29
Total	70	100

Source: field survey, 2022

The table 4.2, findings indicate that 71% of the respondents were female and 29% were male. The indicated that female were more than male who responded to the questionnaires. Out of this show that Guarantee Trust Bank Plc has more female than male.

4.2.3 Age Analysis

Table 4.3 Age analysis

Response rate	Frequency	Percentage
20-30 yrs	15	21
31 – 40 yrs	30	43
41 -50 yrs	15	22
Above 50 yrs	10	14
Total	70	100

Source: field survey, 2022

The table 4.3 and figure 4.3 shows that response of the age bracket of the employees of the company. The response of the employee age who are 20 – 30 years were 21% .31-40 years were 43% , 41 -50 were 22 % and finally above 50 years were 14% this indicated that the majority responded were aged between 31-40 years. This indicated that employees between 31-40 are more energetic and accurate in their work than employees aged 41-50 years.

4.2.4 Highest Education Level

Table 4.4 Highest Education Level

Response rate	Frequency	Percentage
College	50	71
University	20	29
Total	70	100

Source: field survey, 2022

The table 4.4 indicate the response on the highest education level qualifications. There was response of 71%, indicating college level and finally there was a response of 20 % which indicated the university level of education. It was indicated the majority were college level since employees from colleges has passed through many challenges rather than University employees.

4.2.5 Work Experience

Table 4.5 work Experience

Response rate	Frequency	Percentage
Below 1 yr	5	7
1 – 5 yrs	45	65
6 – 10 yr	15	21
Above 10 yrs	5	7
Total	70	100

Source: field survey, 2022

The table 4.5 indicated the response that was got on the work experience of
employees. There was a response of 7% indicated the experience of less than one
year, 1-5 years responded 65 %, 6-10 yrs response was 21% and finally above 10
years the response was 7%. This showed that a big number of employees were the
range of 1-5 years. Also, this indicated that there was a good experience worker in
the bank

4.3 Geographical Market Segmentation

Table 4.6 Geographical Market Segmentation

Response rate	Frequency	Percentage
Yes	60	86
No	10	14
Total	70	100

Source: field survey, 2022

From the research findings, the study   established   that majority of the
respondent's   as shown by 86% were Yes and 14% said No. This indicates that

more respondents agreed that bank should employ marketing strategies in order

to improve financial performance .

4.4   Demographic Market Segmentation

Table 4.7 Demographic market segmentation

Effects	SA 5	A 4	UD 3	D 2	SD 1	$\sum f_i$	$\sum fiwi$	$\sum f_i w_i$ $\sum f)$	Remark
Improvedunderstanding of customers need	40 200	10 40	5 15	5 10	10 10	70	275	3.9	Agreed
More appropriate resource allocation	35 175	15 60	7 21	10 20	3 3	70	279	4.0	Agreed
Clearer identification of market opportunities	25 125	20 80	10 30	10 20	5 5	70	260	3.7	Agreed
Better tuned and positioned marketing programme	35 175	10 40	10 30	10 20	5 5	70	270	3.8	Agreed
Customer retention and loyalty	20 100	20 80	6 18	10 20	14 14	70	232	3.3	Agreed

Source: field survey, 2022

From the data shown on table 4.7 it showed more appropriate   resource allocation had a mean of 4.0 was given more weight, improved understanding customer need   had 3.9, better tuned and positioned   had 3.8 and customer retention and loyalty had 3.3 . This shows that support segmentation leads to more satisfied customers because it offers the fractioned a number of clear benefits.

4.5   Behavioral Segmentation

Table 4.8 Behavioural Segmentation

Effects	SA 5	A 4	UD 3	D 2	SD 1	$\sum f_i$	$\sum f_i w_i$	$\sum f_i w_i$	Remark
Occasion oriented	29	11	4	6	20	70	233	3.3	Agreed
	145	44	12	2	20				
Usage Oriented	4	6	8	12	40	70	132	1.8	Agreed
	20	24	24	24	40				
Loyalty Oriented	3	8	6	13	40	70	123	1.7	Agreed
	15	32	18	26	40				
Benefits sought	10	3	8	4	45	70	139	2.0	Agreed
	50	12	24	8	45				

Source: field survey, 2022

From the data shown on table 4.8 it showed more occasion oriented of 3.3 was given more weight, Benefits sought 2.0, Usage Oriented of 1.8 and Loyalty Oriented had 1.7. This showed that the target consumers for a product or a campaign can be grouped on the basis of their behavioral characteristics.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATION

5.1   Summary

The study examined the impact of market segmentation in achieving optimum revenue generation in Unilever Nigeria Plc. Kaduna.

A survey method was used for this study, the population consist of all the staff of the company. Out of 85 person, a sample size of 70 was drawn using the sample random sampling technique. A questionnaire develop by the research based on Likert's 5 point scale was used for collection of primary data for the study. The instrument was trail-tested on 5 staff of the company and was finally administered on the 50 staff of the company who validly returned the instrument. Data collected for the four research question were presented in a table, analyzed using mean statistic, so as to confirm its degree of conformity with the objectives of the study earlier put forward and on the basis of which the major findings of the study were revealed and discussed for valid research conclusion and appropriate recommendations.

5.2   Conclusion

Based on the research findings, Market segmentation as some authors have rightly said is an important strategy in the market. It is a logical trace of

the present widely acceptable marketing concept the adopted of market segmentation strategy depends on the existence of a number of needs which must be large enough to be served probably it is a deliberate tool for maximizing market demand by targeting market matching mix at significant segments of consumers.

From proceeding chapter it has been clearly observed that the strategy of segmentation recognizes that people differ in their needs, want, buying characteristics, and altitude etc.

This market must develop direct marketing mix for different segments. The study has clearly shown that firms must consider different market segments in order to make way in identifying different opportunities. Unilever Plc has enjoyed a lot of benefits resulting from segmentation strategy, such as sales maximization customer and high profit margin.

5.3   Recommendation

The following recommendations are based on the findings of the study;

i.   Unilever Plc is also advises not to only direct its marketing activities to large market segmentation but even small and profitable market segments.

ii.   Effective promotions of the firms enhance profitability and customers' awareness of the products and marketing activities. Unilever Plc is advised to enhance it promotional activities such that it extends to the rural areas

because that market is an emerging potential market, which will be a profitable market segment the firms is also advise to reduce the level of employee turnover to obtain a positive corporate image it's also encourage to adapt more of demographic segmentation variables in the segmentation process.

iii. Management must constantly monitor trends in the consumer market profiles which could affect in order to identify changes in consumer the level of demand and thus its resultant affect on sales volume of the firm must always monitor the market trends in order to adopt new strategies to maintain its market share as the leader and subsequently develop innovation products that will satisfy the dynamic market..

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Department of business administration and management,
 College of Business and Management Studies,
 School of Business and Financial Studies,
 Kaduna Polytechnic, Kaduna.
 30th May, 2021
</div>

The Management,
Unilever Nig. Plc,
Kaduna,

Dear Sir/Madam

LETTER OF INTRODUCTION

I am higher national diploma student from the aforementioned institution, currently undertaking a research title the impact of market segmentation in achieving optimum revenue generation in Unilever Plc, Kaduna.

Kindly help me fill this questionnaire as accurately as possible. Any information provided will be used for academic purposes only. Therefore, your responses will be treated with an utmost sense of confidentiality, as such your identity is not required

Thank you in anticipation of your kind responses.

Yours faithfully

Fatima Shehu Mohammed
HND Candidate
RESEARCHER.

Instruction: tick (√) to the option that best represent your opinion.

SECTION A: PERSONAL DATA

1. **Sex**

   Male   [   ]

   Female   [   ]

2. **Marital Status:**

   Married   [   ]

   Single   [   ]

3. **AGE;**

   18-28yrs   [   ]

   29-39yrs   [   ]

   40-50yrs   [   ]

   51yrs and above   [   ]

4. **Educational Qualification**

   Post Graduate   [   ]

   B.Sc   [   ]

   HND   [   ]

   ND   [   ]

5. **Staff Cadre:**

Management Staff   [   ]

Senior Staff   [   ]

Junior Staff   [   ]

Q.1 to what extent does geographical market segmentation being used for service provision to customer by Unilever Nig. Plc?

S/N	PARAMETERS	SA	A	N	D	SD
1	Highly effective					
2	Effectives					
3	Moderately					
4	Little Effective					
5	Not Effective at all					

SECTION C

What are the factor that influence demographic market segmentation by Unilever Nig Plc?

S/N	PARAMETERS	SA	A	N	D	SD
7	Improved understanding of customers needs					
8	More appropriate resource allocation					
9	Clearer identification of market opportunities Better tuned and positioned marketing programme census data to determine who, where, market your product					
10	positioned marketing programme census data to determine who,					
11	Customer retention and loyalty					

SECTION D

What are the Challenge of behavioural market segmentation in Unilever Nig. Plc?

S/N	PARAMETERS	SA	A	N	D	SD
12	Occasion oriented					
13	Usage oriented					
14	Loyalty oriented					
15	Benefits sought					
16	Can occasion be repetitive					

SECTION E

how does market segmentation impact on the performance in Unilever Nig. plc?

S/N	PARAMETERS	SA	A	N	D	SD
17	Improved understanding of customers need					
18	More appropriate resource allocation					
19	Clearer identification of market opportunities Better tuned and positioned marketing programme census data to determine who, where, and how you want to.					
20	market your product					
21	Customer retention and loyalty.					

SECTION F

What are the present stand of market segmentation in Unilever Nig. plc?

S/N	PARAMETERS	SA	A	N	D	SD
21	Excellent					
22	Very Good					
23	Good					
24	Fairly Good					
	Poor					