

Abstract

Purpose: The basic purpose of the research is to develop an enhanced method of tourist market segmentation by utilizing various theoretical approaches, quantitative techniques and novel research methods in an integrated approach to build post hoc descriptive, post hoc predictive and priori predictive methods of market segmentation. Numerous researches have been conducted to segment the retail shoppers based on store images and other store related aspects. It is found plausible to have a novel thought of empirically investigating the enhanced method of market segmentation for segmenting the tourist market based on the behavioural aspects of shoppers based on various store images in India.

Design/methodology/approach: The tourists' shopping behavioural typology was initially developed based on the observational methods and the scale measurement was developed based on the cues from the outcomes of observational research. The measurement scale was developed, calibrated and purified from the data collected from 358 shoppers from across the country.

Findings: It was found that the shoppers had largely twenty five behavioural compartments toward store images and the shoppers' typology was quantitatively derived by using k means cluster analysis which resulted four segments namely predetermined, economic, variety seeking and familiar, at the same time it was found that the behavioural pattern of the shoppers are similar among the segments. The real differences of behavioural pattern of shoppers among the various segments were ascertained based on fuzzy c means clustering method. The consistency of behavioural pattern among the segments was discovered by comparing the membership values of both k means and c means clustering solutions. Finally, this research developed an integrated model for predictive purposes based on priori and post hoc approach by using multiple discriminant analysis and answer tree model.

Originality/value: This study brings out with an integrated approach for developing the shoppers' typology and scale development. This research models the influences of various store images on behavioural attitude of shoppers. The data set was effectively tested with various cluster validity indexes has not been previously utilized in social science research. The market segment stableness was measured by using fuzzy method is novel contribution to the literature. Finally, this research develops a predictive model for segmentation shopping tourism market based on store images.