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Market Segmentation: Conceptual and Methodological Foundations Volume 8 of International Series in Quantitative Marketing: Authors: Michel Wedel, Wagner A. Kamakura: Edition: 2, illustrated: Publisher: Springer Science & Business Media, 2012: ISBN: 1461546516, 9781461546511: Length: 382 pages: Subjects

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the market segmentation concept are reviewed and different segmentation bases and methods explored.

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The conceptual issues include construct equivalence of the segmentation basis used, level of aggregation in the segmentation process, and choice of the segmentation basis. The methodological issues include measure equivalence and sample equivalence of the segmentation basis, segmentation methods

employed, and whether national sample sizes should be proportional to population sizes.

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We conclude that, in principle, audience segmentation and targeted messaging are potentially valuable tools for enhancing climate change communication. But, in practice, there are conceptual and methodological complexities of which practitioners and consumers should be aware when conducting and interpreting the results of segmentation studies.