



Market Segmentation and Sales Performance of Marketing Companies in Kenya: A case study of Swivel Marketing Limited

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ABSTRACT

Market segmentation strategy enables businesses to efficiently customize their marketing campaigns, improving client happiness and increasing sales. This article examines the market segmentation and sales performance of marketing companies in Kenya at Swivel Marketing Limited and this study provides evidence of how tailored marketing efforts can significantly enhance sales outcomes. The findings contribute to understanding the practical applications of market segmentation in driving business success. Descriptive research design was applied to provide a comprehensive overview of the characteristics and behaviors of a specific population or phenomenon. The target population was 84 employees working at Swivel Marketing Limited. Stratified random sampling method was used since it is an effective method for ensuring representative samples, increasing precision of data collected. The instrument for data collection was questionnaires with closed ended questions. The analysis of data was through qualitative and quantitative methods. The finding from this study revealed that, market segmentation has an effect on sales performance. In conclusion, market segmentation is an invaluable strategy that significantly influences sales performance by allowing businesses to understand and address the diverse needs of their customer base. Ultimately, businesses that leverage effective segmentation are better positioned to improve their sales performance, build lasting customer relationships, and achieve sustained growth in a competitive market. The study recommends that, Swivel Marketing Limited should conduct training of its employees on the importance of market segmentation and its impact on sales performance is crucial. Equipping staff with the skills to analyze and interpret segmentation data can enhance their ability to execute targeted marketing strategies effectively.

Keywords: Market Segmentation, Sales Performance, Demographic Segmentation, Psychographic Segmentation

1. INTRODUCTION

Market segmentation is a crucial strategy for enhancing sales performance, as evidenced by the approach of E. D. S. Marketing GmbH, a leading marketing firm in Germany. The company employs a data-driven segmentation strategy, categorizing consumers based on demographics, psychographics, and behavioral data. This allows them to tailor marketing campaigns that resonate more deeply with specific target groups, ultimately leading to higher conversion rates. Recent studies indicate that targeted marketing efforts can increase sales performance by up to 20% (Schmidt et al., 2021). E. D. S. Marketing's focus on digital channels further enhances their reach, leveraging analytics to fine-tune messages for each segment. Their success in increasing client ROI demonstrates the effectiveness of precise segmentation and targeted marketing in driving sales (Müller & Fischer, 2023). The company's methodology illustrates how understanding consumer needs and preferences can lead to substantial improvements in sales outcomes in the competitive German market (Bauer et al., 2022).

Market segmentation plays a pivotal role in enhancing sales performance, as illustrated by the strategies of Buzzoole, a prominent marketing company in Italy specializing in influencer marketing. Buzzoole utilizes a multi-faceted segmentation approach, categorizing consumers based on demographic characteristics, interests, and online behaviors, which allows them to identify and engage with niche audiences effectively. Research indicates that companies employing precise market segmentation can boost sales performance by as much as 30% (Lombardi et al., 2022). Buzzoole's ability to connect brands with the right influencers for targeted campaigns has resulted in significantly improved client engagement and conversion rates, demonstrating the effectiveness of their approach (Rossi & Santoro, 2023). Furthermore, their data analytics capabilities enable continuous optimization of campaigns based on real-time feedback, ensuring alignment with consumer preferences. This strategic focus on tailored marketing not only maximizes ROI for clients but also underscores the importance of understanding market dynamics in driving sales success within the competitive Italian landscape (Ferrari et al., 2023).

In Ghana, market segmentation has become increasingly vital for companies aiming to enhance their sales performance, as exemplified by the strategies of Dabaako Marketing Solutions. This firm employs a comprehensive segmentation approach that categorizes consumers based on geographic, demographic, and behavioral factors, allowing them to craft targeted marketing campaigns that resonate with diverse consumer groups. Recent research highlights that targeted marketing strategies can lead to a sales increase of over 25% in emerging markets like Ghana (Mensah & Owusu, 2022). Dabaako's focus on mobile marketing-given the high mobile penetration in Ghana-has proven effective in reaching younger audiences and underserved markets,

thus driving engagement and conversion rates (Aidoo et al., 2023). By leveraging local insights and cultural nuances, the company not only tailors its messaging but also enhances brand loyalty, demonstrating the significant impact of precise market segmentation on sales performance in the Ghanaian context (Quansah & Anane, 2021).

In Tanzania, market segmentation is essential for driving sales performance, as demonstrated by the strategies employed by Vitu Mobile, a leading marketing company focused on digital solutions. Vitu Mobile utilizes a multi-dimensional segmentation approach, analyzing factors such as consumer demographics, geographic locations, and mobile usage patterns. This enables them to create targeted marketing campaigns that effectively engage various consumer segments, particularly in urban and semi-urban areas where mobile connectivity is rapidly growing. Recent studies indicate that personalized marketing efforts can boost sales by up to 35% in developing markets like Tanzania (Mhando & Kilonzo, 2023). By leveraging mobile technology and data analytics, Vitu Mobile tailors its messaging to resonate with local audiences, enhancing customer engagement and driving higher conversion rates (Suleiman & Mhando, 2022). Their success illustrates how a nuanced understanding of market segmentation can significantly improve sales performance in the dynamic Tanzanian market (Ng'wandu, 2021).

In Kenya, market segmentation has become a critical driver of sales performance, particularly for companies like Twiga Foods, which specializes in agricultural supply chain solutions. Twiga Foods employs a strategic segmentation approach that divides the market based on factors such as geographical location, consumer behavior, and purchasing patterns among vendors and retailers. By focusing on urban and peri-urban markets, they are able to deliver fresh produce efficiently, thereby meeting the specific needs of these segments. Research indicates that effective market segmentation can enhance sales performance by approximately 30% in the food distribution sector (Muriuki & Karanja, 2022). Twiga's use of technology to analyze market trends and consumer preferences enables them to optimize their supply chain, resulting in improved service delivery and customer satisfaction, which directly contribute to increased sales (Ochieng & Kamau, 2023).

In Kenya is Safaricom, the leading telecommunications company, utilizes detailed market segmentation to enhance its product offerings and sales performance. Safaricom segments its customer base by demographic factors, usage patterns, and geographic areas, allowing them to tailor their services like M-Pesa and data plans to meet diverse consumer needs. For instance, the company has identified specific segments among rural and urban populations, offering customized packages that address the unique financial and communication challenges faced by each group. According to a study by Nyakundi and Oduor (2023), targeted marketing initiatives can increase customer acquisition and retention rates by over 25%. Safaricom's approach demonstrates how deep insights into consumer behavior and preferences can lead to innovative service delivery, ultimately driving substantial revenue growth and market share in the competitive telecommunications landscape (Omondi & Muturi, 2022).

Demographic segmentation plays a crucial role in understanding sales performance. Recent studies indicate that demographic factors significantly influence purchasing decisions and brand preferences. By segmenting the market demographically, companies can effectively target their advertising efforts, ensuring they reach the most relevant audience, which can enhance sales performance and brand loyalty (Kahn et al., 2021).

Businesses can spot new trends and changes in customer behavior by using demographic segmentation. Knowing a target market's demographic composition can help companies predict shifts in consumer demand and modify their product offers appropriately, according to Smith and Jones (2022). For example, the increasing purchasing power of older adults has led companies to develop products specifically designed for this demographic, resulting in increased sales in that segment. By leveraging demographic insights, companies can optimize their sales strategies and allocate resources more efficiently, ultimately improving their overall market performance (Choudhury et al., 2023).

Geographic segmentation approach allows companies to address the unique preferences, cultural nuances, and economic conditions of different geographical areas. For example, a study by Lee and Carter (2020) found that regional climate and culture significantly influence consumer preferences for certain products, such as outdoor gear and seasonal clothing. By focusing on geographic characteristics, companies can design targeted campaigns that resonate with local consumers, ultimately boosting sales and enhancing brand loyalty.

Geographic segmentation enables businesses to identify and capitalize on regional market opportunities. According to a report by Osei (2022), understanding the demographics and purchasing behavior of consumers in different areas can help companies optimize inventory and distribution strategies. For instance, retailers can prioritize the stocking of popular items based on local demand, which leads to improved sales performance and reduced excess inventory. Businesses can develop localized marketing plans that cater to the unique requirements and tastes of customers in each location by utilizing geographic data, which will increase total sales (Solomon, Bamossy, & Askegaard, 2019).

2. Statement of the Problem

In the rapidly evolving marketing landscape in Kenya, understanding the relationship between market segmentation and sales performance has become critical for companies aiming to enhance their competitive advantage. Despite the recognized importance of effective market segmentation strategies, many marketing companies, including Swivel Marketing Limited, struggle to leverage these strategies effectively. Preliminary observations suggest that without a clear segmentation framework, companies face challenges in targeting the right customer segments, leading to suboptimal sales performance and missed market opportunities (Kumar & Reinartz, 2016). Therefore, it is clear that empirical study concentrating on particular marketing firms in the Kenyan setting is necessary.

The existing literature highlights a gap in understanding how tailored market segmentation strategies can drive sales performance in emerging markets like Kenya. While studies have documented the benefits of segmentation in more developed markets, there is limited empirical evidence on how these strategies can be effectively adapted to local contexts (Wambua and Muthama, 2023). This gap in the literature restricts marketing companies' ability to

implement informed segmentation strategies that align with the unique consumer behaviors and preferences prevalent in Kenya. Thus, this study aims to fill this gap by exploring how Swivel Marketing Limited can enhance its sales performance through effective market segmentation practices.

The dynamic nature of consumer preferences in Kenya necessitates ongoing research to inform marketing strategies. Previous studies have often overlooked the nuances of market segmentation specific to the Kenyan context, thereby limiting their applicability (Ngugi and Muturi, 2021). This research will provide a comprehensive analysis of Swivel Marketing Limited's current segmentation practices and their impact on sales performance, thereby contributing valuable insights to both academic literature and practical marketing applications in the region. By addressing these gaps, this study will support marketing companies in Kenya in developing robust segmentation strategies that are essential for optimizing sales outcomes.

3 Objectives of the Study

- To determine the effect of demographic segmentation on sales performance at Swivel Marketing Limited
- To assess the effect of geographic segmentation on sales performance at Swivel Marketing Limited

4. Study Research Questions

- i. What is the effect of demographic segmentation on sales performance at Swivel Marketing Limited?
- ii. To what extent does geographic segmentation affect sales performance at Swivel Marketing Limited?

5. Justification of the study

Market segmentation is a critical strategic tool that enables companies to identify and target specific consumer groups effectively. In the context of Kenya, where the marketplace is characterized by diversity in consumer behavior, preferences, and socio-economic backgrounds, understanding how market segmentation influences sales performance is vital. According to Kotler and Keller (2021), market segmentation enables companies to modify their marketing plans to suit the particular requirements of various groups, perhaps resulting in higher levels of client satisfaction and loyalty. This study is justified as it seeks to explore the specific segmentation strategies employed by marketing companies in Kenya and how these strategies correlate with their sales performance. Understanding this relationship can help companies refine their marketing approaches to enhance overall effectiveness and profitability.

The economic landscape of Kenya presents both opportunities and challenges for marketing companies. The country has experienced significant economic growth, alongside a burgeoning middle class that influences consumption patterns (World Bank, 2021). As such, marketing firms need to adapt their strategies to leverage these shifts in consumer demographics. This study is justified as it aims to investigate the segmentation criteria used by these companies, such as geographic, demographic, psychographic, and behavioral factors, to uncover the most effective strategies in optimizing sales performance. By examining the segmentation approaches in this rapidly evolving market, the research can provide actionable insights for companies seeking to navigate the complexities of consumer behavior in Kenya.

Armstrong and Kotler (2017) revealed that, the importance of effective market segmentation is underscored by the competitive nature of the marketing industry in Kenya. As more firms enter the market, standing out requires a nuanced understanding of consumer segments. Companies that leverage market segmentation effectively tend to outperform their competitors in terms of sales growth and market share. This research justifies an exploration of how various marketing companies in Kenya utilize segmentation strategies to enhance their sales performance and sustain a competitive advantage. By assessing the effectiveness of different segmentation methods, this study can provide empirical evidence that informs best practices and strategic decision-making for marketing companies operating in Kenya.

The study's conclusions may have wider ramifications for Kenyan marketing industry policy and practice. As the country continues to develop and integrate into the global market, understanding local consumer behavior through segmentation can contribute to more tailored marketing efforts that resonate with diverse audiences. This aligns with the recommendations from the Kenya Vision 2030, which emphasizes the need for businesses to innovate and adapt to consumer needs to foster sustainable economic growth (Government of Kenya, 2007). Thus, this research is not only relevant to marketing companies but also to policymakers and stakeholders who seek to enhance the overall performance of the marketing sector in Kenya. By addressing the interplay between market segmentation and sales performance, this study can inform strategic initiatives that promote economic development and competitiveness in the region.

6 LITERATURE REVIEW

Theoretical Frameworks

Market Orientation Theory (Kohli & Jaworski, 1990)

This is the main theory for this study. This approach emphasizes how crucial it is to comprehend and address consumer wants, which directly relates to market segmentation and its impact on sales performance. It emphasizes that companies adopting a market-oriented approach are better equipped to tailor

their marketing strategies, enhancing their effectiveness and ultimately improving sales outcomes. This aligns well with your research objectives, particularly in analyzing the segmentation strategies of Swivel Marketing Limited and their effectiveness in driving sales performance (Ladhari, Gharbi and Soudani, 2019).

Market Orientation Theory posits that companies should focus on understanding and responding to customer needs and preferences as a basis for developing their marketing strategies. The theory emphasizes three main components: intelligence generation, intelligence dissemination, and responsiveness. Companies that adopt a market-oriented approach are better positioned to meet customer demands, which can enhance their sales performance (Solomon, 2019).

The critics of market orientation theory tend to argue that while market orientation can lead to improved customer satisfaction; it may also lead to a reactive approach that limits innovation. Companies overly focused on current customer preferences might neglect emerging trends or disruptive innovations. Market Orientation Theory supports the first objective of this research study of analyzing Swivel Marketing Limited's current market segmentation strategies and their effectiveness in enhancing sales performance. By adopting a market-oriented approach, the Swivel Marketing Limited can easily align its segmentation practices with customer needs, potentially driving better sales outcomes (Smith and Jones, 2022).

Segmentation Theory (Smith, 1956)

According to segmentation theory, markets can be split up into discrete customer groups based on shared wants, habits, or traits. Businesses can optimize resource allocation and raise the possibility of satisfying customer expectations by customizing their marketing strategy to target particular categories through effective segmentation. The Segmentation Theory one of its criticism is that overly granular segmentation may lead to inefficiencies and complexity in marketing efforts. Additionally, changes in consumer behavior can make previously effective segments less relevant over time (Liu, Zhang and Wu, 2020).

The second goal of this study, which is to examine the connection between market segmentation strategies and sales performance results, is generally related to the segmentation theory. Understanding and applying segmentation theory enables Swivel Marketing Limited to better align its marketing efforts with targeted customer segments, potentially improving sales performance (Solomon, 2018).

Customer Relationship Management (CRM) Theory (Payne & Frow, 2005)

Customer relationship management theory, according to Müller and Fischer (2023), tends to highlight the significance of creating enduring relationships with customers through segmentation-based targeted marketing initiatives. By leveraging customer data and insights, companies can tailor their offerings, improve customer satisfaction, and enhance sales performance.

Chen, Wang and Liu (2018) revealed that, a notable criticism of this theory is that Customer Relationship Management systems can be costly and complex to implement. Moreover, if not managed properly, they may lead to privacy concerns and customer dissatisfaction. Customer Relationship Management theory can inform both research objectives by providing insights into how Swivel Marketing Limited can effectively segment its customer base to build stronger relationships. By aligning its segmentation strategies with Customer Relationship Management principles, the company can optimize its sales performance by fostering loyalty and repeat business.

7. Empirical Literature

Demographic segmentation approach is crucial for identifying target markets and developing tailored marketing strategies. Solomon et al. (2019) assert that demographic factors significantly influence purchasing behavior, with different age groups, for instance, displaying distinct preferences for products and services. Businesses can improve consumer engagement and sales success by customizing their marketing messaging to appeal to particular groups by knowing these traits. Research by Liu et al. (2020) further emphasizes that businesses can more effectively spend resources by focusing their efforts where they are most likely to produce favorable outcomes thanks to demographic segmentation.

Product lines that address particular customer needs can be developed more easily with the help of demographic segmentation. Kotler et al. (2018) discuss how businesses can innovate by creating products tailored to the preferences of various demographic groups, thus increasing market share and driving sales. For instance, brands targeting younger consumers may focus on trendy designs and digital marketing channels, while those aimed at older demographics may prioritize quality and traditional marketing methods. Organizations can improve their market positioning and sales performance by utilizing demographic analytics efficiently. This is because focused customer groups are more likely to have their specific demands met.

According to Chen et al. (2018), by dividing the market according to geography, geographic segmentation enables companies to adjust their marketing tactics to local conditions and tastes. Geographic factors significantly influence consumer behavior, with cultural, economic, and climatic differences leading to variations in product demand. Businesses can improve sales success by optimizing their product offers and marketing strategies by taking into account these regional preferences. A clothes retailer might, for instance, concentrate on seasonal changes, promoting lighter clothing in warmer climates and giving warmer clothing in colder ones (Smith, 2017). This targeted approach enhances customer satisfaction and can lead to increased sales as products align more closely with consumer needs.

Geographic segmentation enables businesses to exploit new market opportunities. Kotler and Keller (2016) argue that analyzing geographic data can help firms uncover untapped markets that may have specific demands or preferences. By expanding their reach into these areas with tailored marketing strategies, organizations can boost their sales performance. Additionally, companies can utilize geographic information systems (GIS) to analyze market

potential more effectively, allowing for data-driven decision-making. This integration of technology into geographic segmentation practices not only enhances operational efficiency but also drives sales growth by ensuring that marketing efforts are aligned with local market dynamics.

Geographic segmentation enables companies to optimize their distribution strategies. By understanding where their target customers are located, businesses can streamline logistics and reduce transportation costs. According to Osei et al. (2022), firms that utilize geographic data to inform their supply chain decisions often experience a significant reduction in delivery times and costs, resulting in improved customer satisfaction and retention rates. This efficiency not only boosts sales performance but also enhances the overall competitive advantage of the company in the marketplace.

Geographic segmentation also plays a crucial role in marketing communications. Tailoring promotional strategies to local markets can increase engagement and conversion rates. For instance, local advertising that reflects regional culture and preferences tends to resonate better with consumers. A study by Hwang and Hyun (2023) demonstrated that marketing campaigns designed with local insights led to a 25% increase in sales compared to generic campaigns. By aligning messaging with geographic context, companies can build stronger emotional connections with their audiences.

Geographic segmentation allows for more effective pricing strategies. Different regions may have varying economic conditions, leading to distinct consumer price sensitivities. For instance, businesses operating in affluent urban areas might adopt premium pricing strategies, while those in economically disadvantaged regions may need to implement competitive pricing to attract customers (Rogers & Ahmad, 2021). By understanding these dynamics, companies can set prices that reflect local market conditions, ultimately enhancing sales performance.

The rise of digital marketing has further augmented the importance of geographic segmentation. Online businesses can leverage geographic data analytics to tailor their offerings and marketing efforts to specific locales. For example, e-commerce platforms can customize product recommendations based on regional purchasing patterns, as highlighted by Kim and Park (2022). By matching products to local needs, this degree of customization not only enhances the consumer experience but also increases revenue. As the market continues to evolve, the integration of geographic segmentation into sales strategies will be crucial for companies aiming to maintain a competitive edge.

Consumer behavior and purchase decisions are significantly influenced by gender as well. Studies reveal that men and women frequently have distinct tastes and purchasing patterns, which might affect sales results (Garcia et al., 2023). For example, women are generally more inclined to engage in relationship-based purchasing and value emotional connections with brands. On the other hand, men may prioritize functionality and price. By segmenting their marketing efforts based on gender, companies can create tailored campaigns that better resonate with each group, thus driving sales. Brands that have effectively targeted their marketing strategies based on gender demographics have seen notable improvements in their sales metrics.

Another important demographic component affecting consumer behavior is income level. While consumers with lesser incomes may place a higher priority on value and affordability, individuals with higher incomes may prefer luxury goods and first-rate services (Patel & Kaur, 2021). Understanding the income distribution within a target market allows companies to set appropriate pricing strategies and create products that align with consumer expectations. A study by Chen and Wu (2022) highlighted that companies that effectively tailored their offerings based on income demographics achieved up to a 25% increase in market penetration in their targeted segments.

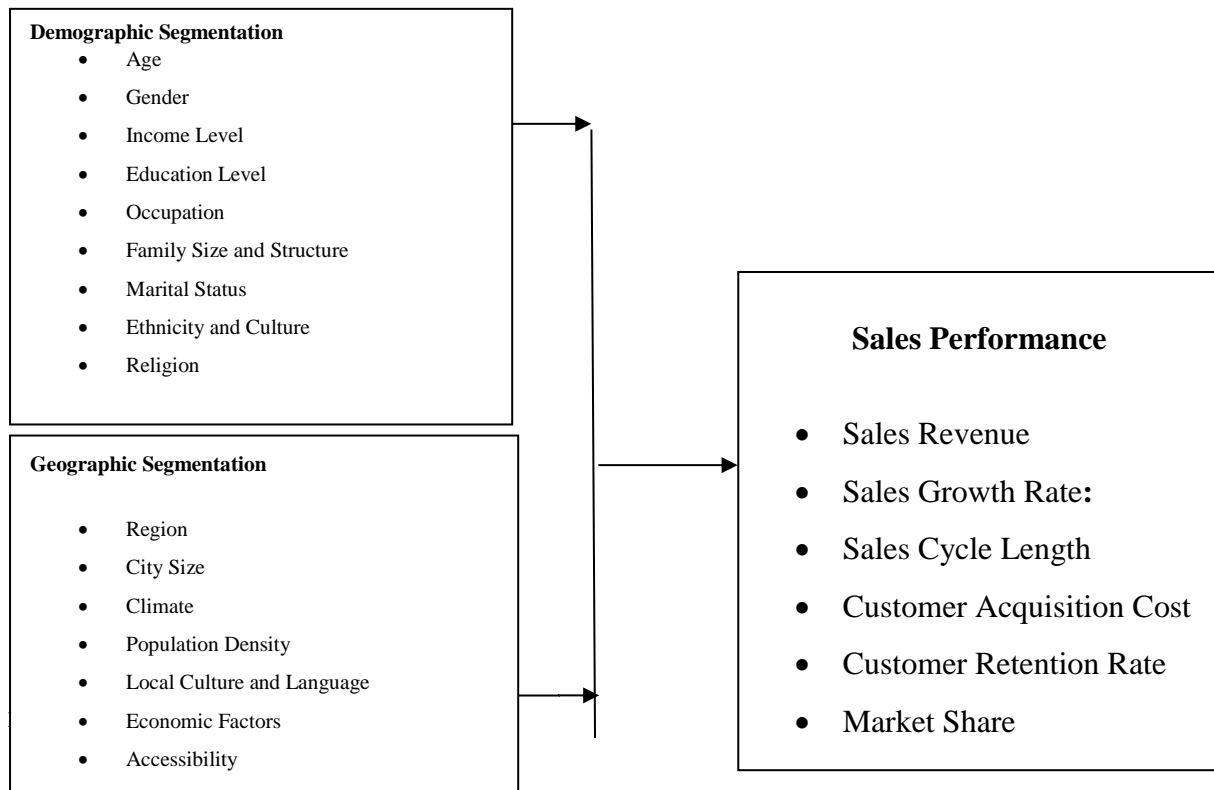
Education and family size also impact consumer preferences and buying behaviors. Educated consumers tend to seek information and value quality, which can lead to brand loyalty when they find products that meet their standards (Baker & Thompson, 2023). Additionally, families frequently evaluate their purchases on cost and usefulness. Businesses can create focused advertising campaigns that highlight the advantages of their products for well-educated families and consumers by taking these demographic aspects into account. For instance, campaigns that highlight product safety and value can appeal to parents, enhancing sales in family-oriented markets.

Summary and Gaps

Despite the growing body of research on market segmentation and sales performance, several study gaps remain, particularly regarding the context of marketing companies in Kenya, such as Swivel Marketing Limited. Existing literature often emphasizes general segmentation strategies without delving into how specific socio-economic factors unique to the Kenyan market influence segmentation effectiveness (Ngugi & Muturi, 2021). Additionally, there is limited exploration of how emerging digital marketing tools and data analytics can enhance segmentation practices within Kenyan firms, which is critical in a rapidly evolving market landscape (Mbugua et al., 2022). Furthermore, while previous studies have examined the correlation between segmentation and sales performance, they frequently overlook the implications of cultural diversity and regional variances within Kenya, which can significantly affect consumer behavior and preferences (Wambua & Muthama, 2023). Addressing these gaps could provide a more nuanced understanding of how market segmentation strategies can be optimized for improved sales performance in the Kenyan context.

Conceptual Framework

This is a representation of the qualities or properties that the researcher wants to examine, or the relationship that they expect to find between the variables. A flowchart, diagram, or chart may be used for this. The development of conceptual frameworks, which can be written or graphic in character, usually starts with a survey of the relevant literature (Trochim, 2015).

Independent Variables**Dependent Variable****8. Methodology and design**

In order to provide thorough insights, this study uses a mixed-methods approach, combining qualitative and quantitative data. Descriptive research methodology was chosen. A total of 84 Swivel Marketing Limited employees were the study's target population. Stratified random sampling method was adopted. A sample size of 46 respondents that was applied was determined by the use of Nassiuma (2000) formula. The use of questionnaire as the instrument for data collection was adopted to collect the only source of data which was primary since they provide a structured format that ensures consistency in the data collection process. The use of closed ended questions in the questionnaire through the Likert Scale rating was adopted. The survey included a diverse demographic, ensuring representation across various customer segments. Statistical analysis was performed to determine the relationship between segmentation strategies and sales performance, alongside thematic analysis of interview data. In order to analyze the qualitative data that was displayed using tables and graphs, content analysis was used.

9. Findings**Table 1 Rating the effect of demographic segmentation on sales performance**

	Agreed	Undecided	Disagreed	Strongly Disagreed	
Our marketing strategies effectively target specific age groups to enhance sales performance.	56%	44%	0%	0%	0%
Gender-focused advertising has a significant impact on our customer engagement levels.	60%	38%	2%	0%	0%
Tailoring products based on income levels has resulted in increased sales for our company.	52%	48%	0%	0%	0%
Understanding the educational background of our customers helps us design better marketing messages.	60%	38%	2%	0%	0%
Our sales efforts are more successful when we consider the demographic characteristics of our target audience	54%	46%	0%	0%	0%

The study assessed the effect of demographic segmentation on sales performance. On assessing if the organization marketing strategies effectively target specific age groups to enhance sales performance, 56% strongly agreed whereas 44% agreed. On whether gender-focused advertising has a significant impact on our customer engagement levels, 60% strongly agreed, 8% agreed whereas 2% were undecided. On determining whether tailoring products based on income levels has resulted in increased sales for our company, 52% strongly agreed and 48% agreed. On understanding the educational background of the customers helps us design better marketing messages, 60% strongly agreed, 38% agreed while 2% were undecided. On assessing if the organization sales efforts are more successful when we consider the demographic characteristics of our target audience, 54% strongly agreed whereas 46% agreed. This study established an existing effect of demographic segmentation on sales performance, the finding that is supported by Lombardi, Giannini and Romano (2022) study which revealed that, analyzing demographic data helps in predicting sales trends and adjusting inventory and marketing strategies accordingly. This can lead to better stock management and reduced costs. Demographics influence consumers' willingness to pay. A company can set different price points or promotional offers based on the income level of the target segment, making products more accessible to various groups.

Table 2 Rating the effect of geographic segmentation on sales performance

The study assessed the effect of geographic segmentation on sales performance. On assessing if customizing our marketing strategies based on regional

	Strongly Agreed	Agreed	Undecided	Disagreed	Strongly Disagreed
Customizing our marketing strategies based on regional preferences significantly boosts our sales.	50%	50%	0%	0%	0%
Understanding local cultural nuances positively impacts our sales performance	52%	48%	0%	0%	0%
Our products perform better in markets where we adapt our offerings to geographic characteristics.	48%	50%	2%	0%	0%
Sales are higher when we tailor our promotions to specific geographical regions	60%	38%	2%	0%	0%
Geographic analysis of our customers helps us identify new market opportunitie	50%	50%	0%	0%	0%

preferences significantly boosts our sales, 50% strongly agreed whereas 50% agreed. On whether understanding local cultural nuances positively impacts our sales performance, 52% strongly agreed and 48% agreed. On determining whether the organization products perform better in markets where we adapt our offerings to geographic characteristics, 48% strongly agreed, 50% agreed and 2% were undecided. On whether sales are higher when we tailor our promotions to specific geographical regions, 60% strongly agreed, 38% agreed while 2% were undecided. On assessing if the geographic analysis of our customers helps us identify new market opportunities, 50% strongly agreed whereas 50% agreed. This study established an existing effect of geographic segmentation on sales performance, the finding that is supported by Liu, Zhang and Wu (2020) study which revealed that, different geographic areas may have unique needs or preferences. Businesses can develop or modify products to better suit regional tastes, increasing the likelihood of sales. Differentiated pricing methods based on local economic conditions, competition, and customer purchasing power is made possible by geographic segmentation. This ensures products are competitively priced in each market. Understanding geographic locations helps optimize distribution channels; ensuring products are available where demand is highest. This can lead to reduced shipping costs and faster delivery times.

9. Conclusion

By enabling companies to target particular customer groups with their marketing tactics, market segmentation is essential for improving sales performance. Businesses can develop more specialized advertising campaigns that connect with their target audience by breaking the market up into discrete categories according to location, behavior, or demographics. Because messages are tailored to each segment's particular requirements and interests, this focused strategy not only boosts engagement but also conversion rates.

Businesses can optimize their price and product offerings through effective market segmentation. Businesses can create products that specifically address the needs of various market segments by knowing their traits and habits, which will increase customer happiness and loyalty. To optimize revenue potential, sector-specific pricing techniques can also be used, guaranteeing that items are positioned competitively within each market segment. In addition to increasing sales, this degree of personalization cultivates enduring client connections.

The better fit between items and consumer expectations is a clear indication of how market segmentation affects sales success. Businesses can more successfully adjust to shifting consumer tastes and market dynamics as they use segmentation to hone their marketing campaigns and product development. This adaptability highlights the strategic significance of segmentation in today's competitive landscape by improving sales performance in the short term while also fostering long-term growth and profitability.

10. Recommendations

Swivel Marketing Ltd ought to keep improving its focused marketing tactics by using behavioral, psychographic, geographic, and demographic segmentation. The business can boost engagement and conversion rates by customizing campaigns to target the unique requirements and preferences of specified segments. For example, personalized messaging and offers can be designed to resonate with distinct consumer groups, leading to higher sales performance. Investing in advanced data analytics tools can help Swivel Marketing Ltd better understand consumer behavior and preferences. Through ongoing consumer data analysis, the business may make real-time adjustments to its segmentation methods, guaranteeing that marketing initiatives stay effective and relevant. This dynamic approach can also identify emerging trends and shifts in consumer behavior.

Implementing loyalty programs specifically designed for high-value segments can enhance customer retention and increase repeat purchases. These programs should offer tailored rewards that appeal to the preferences of different segments, encouraging long-term loyalty and sustained sales growth. Swivel Marketing Limited should prioritize ongoing market research to stay informed about changes in consumer preferences and competitive dynamics. Frequent focus groups, surveys, and feedback systems can assist the business adjust to changing market conditions and offer insightful information about how well segmentation methods are working.

By experimenting with various targeting techniques, Swivel Marketing Ltd can refine its methods and optimize its marketing performance. Training employees on the importance of market segmentation and its impact on sales performance is crucial. Equipping staff with the skills to analyze and interpret segmentation data can enhance their ability to execute targeted marketing strategies effectively. Utilizing digital marketing channels to reach segmented audiences can significantly improve engagement rates. Social media and email marketing should be leveraged to connect with specific segments, providing tailored messages that drive action. By regularly evaluating sales performance and customer feedback, Swivel Marketing Ltd can assess the impact of its marketing initiatives and make informed adjustments as needed.

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