

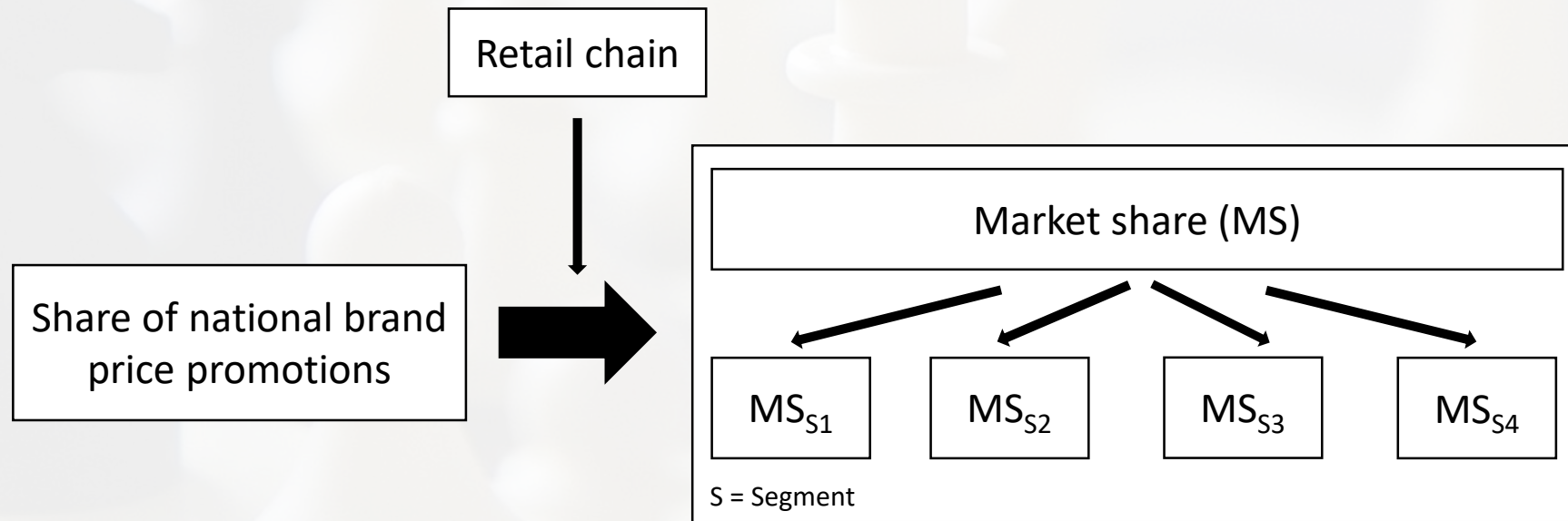
Market Segmentation Meets Competition Analysis

A New Approach to Measure and Compare Competitive Advantages

Niklas Mergner
Philipp Brüggemann
Rainer Olbrich

 FernUniversität in Hagen

2. Methodology Details





- GfK household panel data
- On average 25,620 households
- Around 6 million purchases from 2016 to 2022

Step 1

Segmentation

Step 2

Research Model

Step 3

Results

4. Segmentation (Step 1)

<p>< 25 % (segment 1) least valuable customers</p>	<p>26 – 50 % (segment 2) below-average customers</p>	<p>51 – 75 % (segment 3) above-average customers</p>	<p>> 75 % (segment 4) best customers</p>
--	---	---	--

Share of wallet of a single household at a supermarket chain

Conclusion and Further Research

New method to determine competitive advantages in...

- customer segments
- sales channels
- budget allocation in advertising

High transferability to different...

- ... research questions
- ... statistical models
- ... disciplines

Future *research directions*

- More use cases, e.g.,
 - ...Online vs. offline comparisons
 - ...Advertising budget
 - ...Performance of different SBUs
 - ...Comparison of brand performances