

# Influence of segmentation factors on leaflet distribution

Michaela Jánková, Petra Olšová<sup>1</sup>

**Abstract:** *In marketing communication it is important to know what and how to inform the customer, it means to know the target audience, where it is located and how it is possible to reach it. The most commonly used form of addressing the customer in the retail is a leaflet action. This article aims to highlight the use of segmentation aspects by retail in the selected region for the best implementation of selected communication mix - direct marketing. An analysis of secondary data - professional literature and studies dealing with the meaning of communication in the company, specifically marketing communication with a focus on direct marketing in the retail – was executed to fulfil the objectives of the article. Results from a questionnaire survey that examined the influence of spatial data on the purchasing behaviour of customers in Ústí nad Labem - City will be used as primary data. Survey results indicate the fact that it was necessary to collect spatial data on the segment. A selected market was examined in the questionnaire survey mainly in terms of geography and demography and impact of these criteria on the leaflet distribution process application. Geographical segmentation provided information on the spatial distribution of retail shops in the city. Socio-demographic segmentation offered information about age, gender, status, and education of customers who shop in the supermarkets.*

**Key words:** Market segmentation · buying decisions · supermarkets · direct marketing · distribution of leaflets

**JEL Classification:** M30 · M31 · M37

**Fulltext available:** <https://doi.org/10.1515/acta-2016-0007>

## References

- Adámek, M. (2009). Spam jak nepřivolávat, nepřijímat a nerozesílat nevyžádanou poštu. Praha: Grada.
- Campo, K., et al. (2000). The impact of location factors on the attractiveness and optimal space shares of product categories. *International Journal of Research in Marketing*, 17, 255-279.
- Compley, P. (2004). *Marketing Communications Management*. Oxford: Elsevier. Charakteristika okresu Ústí nad Labem [online]. Retrieved 2015-07-31 from [https://www.czso.cz/csu/xu/charakteristika\\_okresu\\_usti\\_nad\\_labem](https://www.czso.cz/csu/xu/charakteristika_okresu_usti_nad_labem).
- Chitty, W., et al. (2011). *Integrated Marketing Communications*. Melbourne: Cengage Learning Australia. Cliquet, G. (eds.): *Geomarketing. Methods and Strategies in Spatial Marketing* (p. 327). United Kindom: Iste.
- Češi a reklama v roce 2013 [online]. Retrieved 2015-07-20 from <http://www.mistoprodeje.cz/vyzkumy-a-jina-cisla/cesi-a-reklama-v-roce-2013.html>.

---

**Ing. Michaela Jánková, Ph.D.**

Faculty of Social and Economic Studies, J.E. Purkyně University in Ústí nad Labem, Moskevská 54, 400 96 Ústí nad Labem, Czech Republic, e-mail: michaela.janska@ujep.cz

**Ing. Petra Olšová, Ph.D.**

Faculty of Social and Economic Studies, J.E. Purkyně University in Ústí nad Labem, Moskevská 54, 400 96 Ústí nad Labem, Czech Republic, e-mail: petra.olsova@ujep.cz

- Derbraix, C. (1990). Décisions économiques, famille et chômage: Réflexions sur les conséquences comportementales et affectives. *Recherche et Applications en Marketing*, 5(3), 53-68.
- Desmet, P. (2005). *Marketing direct: concepts et méthodes*. Paris: Dunod.
- Egan, J. (2007). *Marketing Communications*. London: Thomson Learning.
- Engel, J. F., Warshaw, M. R., Kinnear, T. C. (1994). *Promotional Strategy: Managing the Marketing Communications Process*. Burr Ridge, IL: Irwin.
- Fanning, M. (2014). Changing Behaviour Driven By Availability Of Special Offers. *Checkout* 40(10), 63-65. Fill, CH. (2005). *Marketing communications: Engagement, Strategies and Practices*. Harlow: Prentice-Hall Europe.
- Fill, CH. (2006). *Simply Marketing communications*. Harlow: Prentice-Hall Europe.
- Filsner, M. (1990). Méthodologie d'élaboration d'une typologie de clientèle en marketing direct. *Revue Française du Marketing*, 1(126), 57-67.
- Floor, K. (2010). *Branding a Store: How to Build Successful Retail Brands in a Changing marketplace*. London: BIS Publishers.
- Geomarketing in practice. (2013). Bruchsal: GfK GeoMarketing GmbH. Retrieved 2015-07-31 from [http://www.gfk-regiograph.com/fileadmin/regiograph\\_en/customer\\_support/geomarketing\\_in\\_practice\\_compact.pdf](http://www.gfk-regiograph.com/fileadmin/regiograph_en/customer_support/geomarketing_in_practice_compact.pdf).
- Karlíček, M., Král, P. (2011). *Marketingová komunikace. Jak komunikovat na našem trhu*. Praha: Grada.
- Kitta, P. et al. (2014). *Retail in territory. Ústí nad Labem: FSE*.
- Koekemoer, L. (2004). *Marketing communications*. Ladsdowne: Juta and Co, 2004.
- Kolpron, s.r.o. *Marketingová studie zaměřená na podporu místního cestovního ruchu na ústecku* [online]. Retrieved 2015-07-31 from [www.usti-nad-labem.cz/files/ms-zprava.doc](http://www.usti-nad-labem.cz/files/ms-zprava.doc)
- Kotler, P. (2000). *Marketing Management: Analysis, Planning, Implementation, and Control*. Upper Saddle River, NJ: Prentice Hall.
- Kotler, P., Keller, K.L. (2012). *Marketing management*. Upper Saddle River, NJ: Prentice-Hall.
- Luo, X., Donthu, N. (2006). Marketing's credibility: A longitudinal study of marketing communication productivity and shareholder value. *Journal of Marketing*, 70, 70 – 91.
- Masterman, G., Wood, E. (2006). *Innovative Marketing Communications-strategies for the Events Industry*. Oxford: Linacre House, Jordan Hill.
- Mateides, A., Ďaďo, J. (2002). *Služby: teória služieb, marketing služieb, kvalita v službách, služby zákazníkom a meranie spokojnosti s nimi*. Bratislava: Epos.
- McDougall, Y. B. (1995). Decision-making Under Risk: Risk Preference, Monetary Goals and Information Search. *Personality and Individual Differences*, 18(6), 771-782.
- Moisa, S., Fruja, I., Elena Pet, E. et al. (2010). A comparative study on the effectiveness of advertising leaflets for kaufland stores in timisoara. *Agricultural Management*, 12(2), 1-10.
- Nagyová, E., Stávková, J., Tonkovičová, Z. (2008). Selected characteristics of slovak consumers purchasing behaviour. In *Acta universitatis agriculturae et silviculturae mendelianae brunensis. Sborník Mendelovy zemědělské a lesnické univerzity v Brně*, 56(6), 69-75.
- Pelsmarcker, P, Geunes, M., Berch, J.V. (2003). *Marketingová komunikace*. Praha: Edice Expert.
- Pradhan, S. (2009). *Retailing management*. New Delhi: Tata McGraw-Hill.
- Remco, P., Verhoef, C. P. (2007). Marketing Communication Drivers of Adoption Timing of a New E-Service Among Existing Customers. *Journal of Marketing*, 71(3), 169-183.
- Sacristan, G. (2012) *The digital a direct marketing*. California: Happy About.
- Shawndra, H., et al. (2006). Network-Based Marketing: Identifying Likely Adopters via Consumer Networks. *Statistical Science*, 21(2), 256-76.
- Shimp, T.A, Andrews, J.C. (2013). *Advertising Promotion and Other Aspects of Integrated Marketing Communications*. Mason: South-Western.
- Smith, P., et al. (1999). *Strategic Marketing Communications: New Ways to Build and Integrate Communications*. London: Kogan Page Limited.
- Spilková, J. (2012). *Geografie maloobchodu a spotřeb: věda o nakupování*. Praha: Karolinum.

- Varey, R. J. (2002). *Marketing communications: Principles a practice*. London: Routledge.
- Venkatesan, R., Kumar, V. (2004). A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy. *Journal of Marketing*, 68(10), 106–125.
- Verhoef, P. C. (2003). Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development. *Journal of Marketing*, 67, 30–45.
- Vliv reklamy na nákupy roste, nejvíce ovlivňují letáky [online]. Retrieved 2015-07-20 from <http://www.mediaguru.cz/2013/02/vliv-reklamy-na-nakupy-roste-nejvice-ovlivnuji-letaky/#.VaykqPntmko>.
- Top 10 řetězců 2013: větší síla pro zákazníky, nové výzvy pro obchod i výrobce [online] Retrieved 2015 -07-20 from <http://incoma.cz/top-10-retezcu-2013-vetsi-sila-pro-zakazniky-nove-vyzvy-pro-obchod-i-vyrobce/>
- Trehan, M., Trehan, R. (2010). *Advertising and sales management*. New Delphi: FK Enterprices.
- Trinquecoste, J-F. (1990). Un cadre d'analyse du consommateur du concommateur chômeur. *Recherche et Applications en Marketing*, 5(2), 65-87.
- Yildirim, Y., Orcun, A. (2012). Investigation of the effects of discount announcements on costumers' purchase decisions: a case study in supermarket. *Procedia - Social and Behavioral Sciences*, 62, 1235 – 1244.
- Základní data města Ústí nad Labem [online]. Retrieved 2015-07-29 from <http://www.risy.cz/cs/vyhledavace/obce/detail?Zuj=554804#nezamestnanost>.
- Wood, G. (2006). *Cim revision cards. Customer communications*. Oxford: Elsevier.