

عنوان البحث /

تقسيم العملاء واستهدافهم في سوق مواد البناء الكيميائية للإنشاءات

إعداد الطالب/

إبراهيم سامي شحاده النجار

الرقم الأكاديمي: 242001255

إشراف/

د.فايز جراد

د.الفصل عبد الحميد

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حقوق الطباعة

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Abstract (ملخص البحث)

English Abstract

The research investigates methods for construction chemical companies to enhance their customer segmentation and marketing strategy development. Knowing buying patterns remains essential because the market involves diverse customers and complicated market dynamics. The research combines qualitative techniques with quantitative methods to build an extensive analysis framework through interviews, focus groups and literature reviews together with surveys and statistical analysis and regression models. The model demonstrates how success in marketing strategies depends on customer demographics together with purchasing habits combined with regional differences and price sensitivity and environmental concerns. The research demonstrates its point about enhanced customer relations and resource usage by employing case studies and graphical data and direct comparisons. The research output will provide targeted marketing approaches which improve customer satisfaction levels and deliver better returns on investment (ROI). The research findings will enhance academic knowledge and generate practical guidance for construction chemicals businesses to improve their marketing decisions.

Arabic Abstract (ملخص البحث)

يتناول البحث أساليب شركات الكيماويات الإنشائية لتعزيز تقسيم عملائها وتطوير استراتيجيات التسويق. تظل معرفة أنماط الشراء ضرورية لأن السوق يشمل عملاء متنوعين وديناميكيات سوق معقدة. يجمع البحث بين التقنيات النوعية والأساليب الكمية لبناء إطار تحليلي شامل من خلال المقابلات ومجموعات التركيز ومراجعة الأدبيات جنباً إلى جنب مع الاستطلاعات والتحليل الإحصائي ونماذج الانحدار. يوضح النموذج كيف يعتمد النجاح في استراتيجيات التسويق على التركيبة السكانية للعملاء جنباً إلى جنب مع عادات الشراء جنباً إلى جنب مع الاختلافات الإقليمية وحساسية الأسعار والمخاوف البيئية. يوضح البحث وجهة نظره حول تحسين علاقات العملاء واستخدام الموارد من خلال استخدام دراسات الحالة والبيانات الرسومية والمقارنات المباشرة. سيوفر نتائج البحث مناهج تسويقية مستهدفة تعمل على تحسين مستويات رضا العملاء وتحقيق عوائد أفضل على الاستثمار.

ستعمل نتائج البحث على تعزيز المعرفة الأكاديمية وتوليد إرشادات عملية لشركات الكيماويات الإنشائية لتحسين قرارات التسويق الخاصة بها.

Acknowledgments (الشكر والتقدير)

I want to show deep appreciation to all contributors who made this research project reach its conclusion. My supervisors , My sincere thanks to Dr. Al-Faisal Abdul Hamid and Dr. Fayez Jarad for their invaluable guidance, expert advice, and continuous support throughout this research journey. The faculty members together with industry experts provided essential insights and professional help through interviews and focus groups that enhanced the research quality. I also express my deep gratitude to my family because they have provided constant love and patience together with their unwavering encouragement. Family support functions as the foundation upon which I built both academic and personal development and it helped me fight obstacles to achieve results.

أقدم بخالص الشكر والعرفان للدكتور/الفیصل عبد الحمید والدكتور/فايز جراد على توجيههم السديد ودعمهم المتواصل خلال إعداد هذا البحث. كما أشكر أعضاء هيئة التدريس والمتخصصين في المجال الصناعي على مساهماتهم القيمة خلال المقابلات ومجموعات التركيز. ولا يفوتني أن أتوجه بوافر الشكر لعائلتي الكريمة، التي كانت الداعم الأساسي لي، حيث كان لصبرهم ومحبتهم وتشجيعهم الأثر الكبير في تحقيق هذا الإنجاز الأكاديمي.

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Chapter 1: Introduction (المقدمة)

1.1 Introduction (مقدمة)

The current highly competitive construction chemicals market demands knowledge of customer needs and preferences to achieve success. A market segmentation process which divides broad customer groups according to shared characteristics helps businesses create improved marketing strategies and satisfied customers while generating increased revenue. Segmentation in the construction chemicals market delivers specific business benefits but also requires careful management due to its diverse product offerings. Construction projects incorporate various stakeholders who consist of consultants ,clients and contractors suppliers and end users. The purchasing behaviors and requirements of different groups in the industry depend on the project complexity and scale. The wide range of customer needs makes standard marketing and sales approaches useless. Businesses need to use customized strategies which match their products and prices to marketing activities with the exact needs of their various customer groups. The main focus of this project lies where? This paper demonstrates the necessity of customer segmentation within our industry. Our goal is to develop marketing plans that specifically appeal to customers by utilizing location analysis, shopping patterns and distinct sector demands. The project focuses on more than raising customer engagement because it enables companies to make better decisions while optimizing their resources and achieving operational efficiency.

1.2 Problem Statement (مشكلة الدراسة)

The construction chemicals market encounters substantial hurdles in customer segmentation and targeting because it contains multiple products and operates with multiple types of customers. Several organizations maintain generic marketing methods which produce subpar results and prevent them from seizing market possibilities. Key issues include:

1. Customer Diversity

Leads to varied stakeholders including contractors consultants designers and project owners who have separate needs and purchasing patterns. When marketers neglect customer differences they create marketing weaknesses that cost their businesses sales opportunities.

2. Organizations must transform their strategies on a continuous basis

Because economic changes and regulatory updates along with technological advancements occur in the market. Businesses find it challenging to maintain pace because they continue using marketing approaches from the past.

3. The insufficient availability of precise customer data

Makes it challenging to discover different customer groups along with designing appropriate specific marketing plans.

4. Companies create communication barriers

Through their failure to provide message content that focuses on essential benefits for individual customer groups which results in weak engagement and trust degradation.

5. The absence of proper segmentation

Causes businesses to allocate their resources inefficiently which results in both resource wastage and lost business development possibilities.

The study investigates successful customer segmentation approaches which specifically fit the needs of the construction chemicals industry. Through the analysis of various customer groups companies achieve better marketing results and optimized resource management which results in enhanced business performance. The findings from this research enable construction chemical industry experts to handle market complexities and reach sustainable success.

1.3 Study Purposes (أهداف الدراسة)

The research investigates customer segmentation and targeting strategies within the construction chemicals market. The research has three principal goals which include:

1. Identify and Classify Customer Segments

The company will divide its wide customer range into distinct segments by using firmographic data including company size and industry type along with purchasing metrics and unique project requirements. The team will execute surveys and conduct interviews to create comprehensive profiles of their customer groups.

2. Understand Customer Needs and Preferences

The analysis explores key motivators behind each customer segment by evaluating their requirements along with their priorities and purchase decision factors such as product quality and price and brand standing and customer assistance. The organization should evaluate different consumer groups' priorities between sustainability and performance and ease of use to create products which meet their expectations.

3. Evaluate Current Marketing Strategies

The evaluation of current marketing methods and promotional materials and sales strategies exists to assess their performance within different customer groups. The company needs to perform a competitive analysis to understand how competitors interact with customers while achieving market success.

4. Develop Targeted Marketing Strategies

Will develop practical guidelines for marketing plan development which targets specific customer segments. This includes: The organization should create individualized communications which speak directly to each market segment's requirements and motivational factors. The company needs to select its best promotional channels including digital marketing and trade shows and direct sales for reaching different customer groups. The company needs to modify its pricing approach to match budget requirements alongside market segment purchasing behavior.

5. Measure Business Impact

The analysis will demonstrate how enhanced customer segmentation techniques improve business results through elevated satisfaction rates and increased sales and stronger market dominance. The review will assess successful segmentation implementations from companies in various industries.

6. Contribute to Academic Knowledge

Add to the existing research on marketing and customer segmentation, specifically within the construction chemicals industry. This will be done by:

1. The analysis of existing research documents will help identify knowledge gaps about customer conduct patterns in this particular market sector.
2. The research findings will establish fundamental knowledge that future academic studies and marketing research can use.
3. The research will establish a strategic plan for business development. The framework will provide businesses with a practical method to improve their ongoing customer segmentation procedures. This will support businesses in:

The business needs to maintain current knowledge about market trends and customer feedback. The company uses customer data to develop products and market their strategies.

The research seeks to deliver important findings which will benefit businesses operating in the construction chemicals sector. The research objective aims to assist businesses in enhancing customer relationships and boosting sales performance while gaining market leadership.

1.4 Study Importance (أهمية البحث)

The construction chemicals market demands knowledge of customer segmentation and targeting because it provides multiple advantages. Businesses can develop marketing strategies through this method which aligns with individual customer requirements. A focused resource allocation becomes possible because this approach directs activities to their most effective areas. Through relevant product delivery companies achieve better customer satisfaction levels. The market saturation benefits from this approach by granting companies better market positioning. The approach enables more effective business decisions when developing products and selling them to customers. The main advantages of this research consist of:

1. Through segmentation businesses can develop marketing approaches that match exact customer requirements which boosts consumer involvement and drives greater profit numbers.
2. Effective customer loyalty management through individual preference handling generates satisfaction that develops enduring customer relationships since the industry heavily depends on repeat business.
3. Organizations that deploy strategic segmentation achieve market leadership since they monitor industry trends better than firms using generic marketing approaches.
4. The strategic allocation of resources becomes optimal when companies direct investments toward their most profitable customer groups in the construction chemicals market where cost concerns are vital.
5. Product development combined with market suitability improves through customer segmentation because companies discover unmet needs which produces better products.
6. Your segmentation framework needs strong foundations to ensure your business maintains operational agility when markets exhibit changes related to economy or regulations or customer preferences.
7. The study generates practical market insights which businesses can use to improve their strategies while simultaneously strengthening the value of marketing research for the industry.

Conclusion

The research fills an essential gap because it responds to the increasing requirement for successful customer segmentation and targeting within the construction chemicals market. Toward achieving business success the research analyzes these concepts to provide practical recommendations that build enhanced marketing approaches which lead to higher customer satisfaction. This research benefits the construction chemicals industry through its contribution to the development of marketing practices which will benefit the entire sector.

1.5 Study Questions (تساؤلات الدراسة)

We need to explore the essential details regarding our current objectives.

1. Who's buying our products ? We need to organize our customer groups through their identity information together with their business affiliations and shopping behaviors.
2. Our customers express their true preferences in what they desire. The factors that influence customers to select one product instead of others play a crucial role. The type of customer under consideration impacts the change in their preferences.
3. Our current customer reach methodology demonstrates what level of success? The current marketing approach has both successful and unsuccessful aspects. What's falling flat?
4. How important is customer feedback? The organization benefits from customer feedback since how do we create superior products and marketing materials according to their input?
5. The substantial efforts we put into segmenting our market deliver measurable outcomes. Does the market provide evidence of successful businesses reaching exceptional results through focused customer group targeting?
6. Our goal should be to develop marketing plans which genuinely connect with audiences. We need to identify methods which will generate higher customer product engagement to drive better sales results.
7. Companies face various obstacles which prevent them from mastering customer segmentation. We need a plan to address obstacles that prevent us from reaching our marketing goals and implementing better promotional strategies for our business.
8. What methods exist for companies to track continuous changes in customer preferences? We need to evaluate which instruments and systems exist for monitoring customer demand transformations.
9. The knowledge gained through this study has potential applications in other industrial sectors. The data we collected might serve as a potential solution for other markets consisting of specialized customers who encounter comparable business problems.

1.6 Research Hypotheses (فرضيات الدراسة)

The research relies on these following hypotheses:

1. **Different customer groups** select construction chemicals according to their project type and industry role and purchasing behavior.
2. **The demand patterns for particular construction chemical products** alongside project characteristics and customer requirements differ between regions.
3. **Customers who purchased construction chemicals** before tend to follow distinct purchasing patterns from new customers while sticking to their established supplier or competitor choices.
4. **The construction industry features** different market segments which demand specific products with unique priorities between residential and commercial sectors.
5. **Customers' sensitivity to prices** determines their purchasing choices which affects their brand and product choices.
6. **Sustainability Influence** – Increasing environmental awareness drives customers toward eco-friendly construction chemical.

1.7 Theoretical Model (النظرية العلمية المتبعة لإعداد البحث)

The research bases its model on three essential frameworks which form its foundation.

1. According to market segmentation theory

A diverse market splits into smaller groups allows businesses to enhance their understanding of customer needs and optimally use their resources to deliver more effective marketing approaches.

2. The Black Box Model

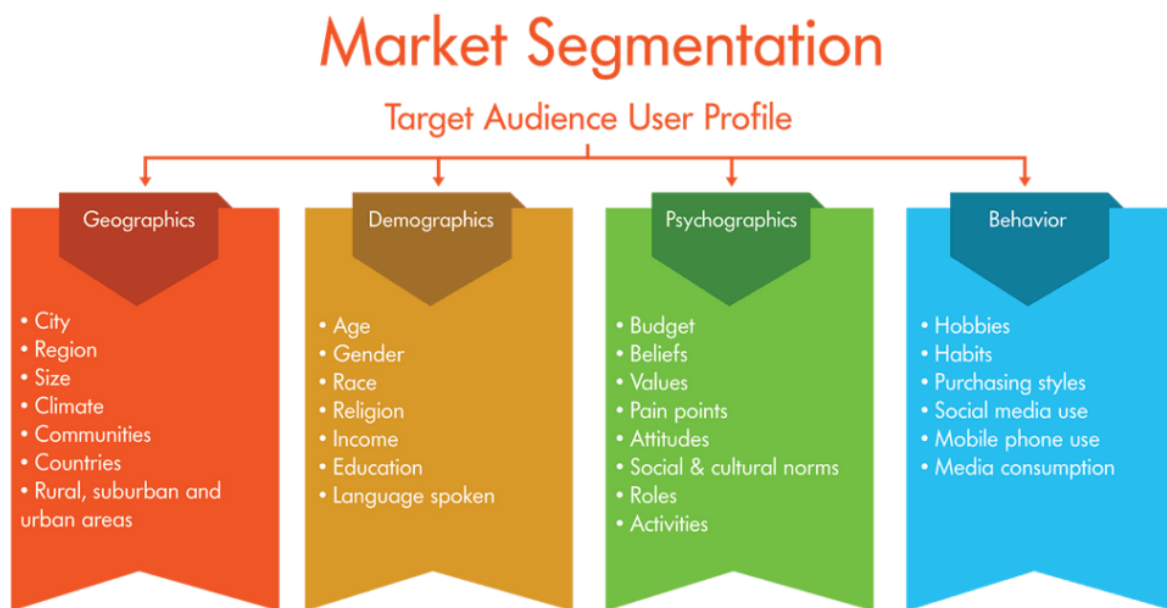
Together with other Consumer Behavior Models demonstrates the mechanism through which external marketing elements encounter internal consumer processes to direct buying choices. These conceptual frameworks show that customer preference comprehension requires both operational statistics and human mental traits.

3. The STP framework features

The segmentation followed by targeting then positioning steps. The first step of segmentation involves the identification of different customer groups through their shared characteristics. The most relevant market segments receive targeted marketing efforts through the targeting stage. A positioning plan for tailored marketing messages and brand strategies needs development to successfully address each specific market segment. The

research combines these theoretical approaches to establish a complete understanding of customer segmentation methods in construction chemicals markets that will help businesses develop better marketing and sales approaches.

Figure 1.1 : Integrated Theoretical Model Diagram



1.8 Organization of the Study

This research project is organized into the following chapters:

- **Chapter 1: Introduction** – Provides the background, problem statement, study objectives, research questions, hypotheses, theoretical model, and overall organization of the study.
- **Chapter 2: Literature Review** – Reviews existing theories and studies related to customer segmentation and targeted marketing, identifies research gaps, and develops the theoretical framework.
- **Chapter 3: Research Methodology** – Details the mixed-methods approach used to collect and analyze data, including sampling, data collection procedures, and analytical techniques.
- **Chapter 4: Practical Study** – Presents the data analysis, research findings, recommendations, discussion, and limitations of the study.
- **References** – Lists all sources cited throughout the research.
- **Appendices** – Contains supplementary materials such as survey instruments, interview protocols, additional charts, and ethical documents.
- **Scientific Research** – Includes any published papers or conference presentations related to the study.

Chapter 2: Literature Review (الدراسات السابقة)

2.1 Introduction (مقدمة)

The existing research on customer segmentation and targeted marketing in the construction chemicals market are addressed in this chapter.

It starts with a listing of basic concepts and theories regarding market segmentation, that is, how businesses divide up and tackle different customer groups. The next is to review the dependent and independent variables that are important to this study, and how different factors affect purchasing behavior and marketing effectiveness in the construction chemicals industry. This chapter also summarizes existing efforts to segment customers and provide insights on trends, as well as gaps in the past research.

This evaluation provides context for the current study in relation to the entire academic and industry landscape. The chapter concludes with presentation of a theoretical framework under which this research is conducted.

This study shows how this work further evolves on and expands existing research, providing new views and possible dimension to customer segmentation and marketing in the construction chemicals .

2.2 Dependent Variable (المتغير التابع)

The dependent variable in this study is Marketing Strategy Effectiveness of the measurement of how effectively tactical marketing programs results equate to real business outcomes. The evaluation of this variable is done via the Key Performance Indicators (KPIs) of buyer reaction, financial results and competitive positioning.

Key indicators include:

1. **Customer Engagement** – Assess the customer’s interaction with marketing efforts through:
 - Social media engagement (likes, shares, comments)
 - Survey feedback and customer satisfaction ratings
2. **Sales Performance** – Results that reflect the effect of marketing efforts on the company’s revenue generated through sales and sales growth, including:
 - Total revenue generated
 - Conversion rates from marketing campaigns
 - Repeat purchase frequency, indicating customer retention
3. **Market Share** – Invests in an organization’s relative position through analyzing:
 - The market share of total market sales compared to competitors
 - The growth trend in market share over time

Table 2.1: Key Performance Indicators for Marketing Strategy Effectiveness

Indicator	Description	Measurement Tool/Method
Customer Engagement	Level of customer interaction with marketing content	Surveys, web analytics, social media metrics
Sales Performance	Increase in revenue and conversion rates	Sales data, CRM reports
Market Share	Proportion of sales relative to competitors	Industry reports, market analysis

2.3 Independent Variables (المتغير المستقل)

The independent variables serve as the fundamental elements for customer segmentation while defining separate customer groups. These variables determine purchase actions and marketing methods performance which helps organizations develop specific strategies for their business needs.

- 1. Different customer groups can be defined through customer demographics which include:**
 - Company Size – Small businesses vs. large enterprises
 - Industry Sector – Residential, commercial, or industrial construction
 - Geographic Location – Regional market differences and local demand variations
- 2. The measurement of customer interactions with construction chemicals and their purchasing patterns constitutes**
 - Frequency of Purchases – Regular buyers vs. occasional customers
 - Transaction Volume – Bulk purchasers vs. small-scale buyers Brand Loyalty and Switching Behavior examines customers who prefer one supplier over exploring alternative competitors.
 - Purchasing Behavior.
- 3. The demand for construction chemicals depends on various elements which differ according to geographical regions.**
 - The economic stability of regional markets together with purchasing power determines the market conditions.
 - The preferences of consumers in the construction industry are influenced by both cultural traditions and the prevailing building trends of their region.
 - Regulatory Environment – Compliance with regional laws and environmental standards
- 4. The sensitivity of customers to price changes determines their choice of products and brands when making purchasing decisions.**
- 5. The rising market demand for sustainable eco-friendly construction chemicals shapes both product selection and supplier choices.**

These independent variables are used to create well-defined customer segments, allowing businesses to develop targeted marketing strategies that enhance engagement, optimize resource allocation, and improve overall market positioning.

Table 2.2: Summary of Independent Variables

Variable Category	Variables Included	Relevance to Segmentation
Demographics	Company size, industry sector, geographic location	Establishes the basic customer profile.
Purchasing Behavior	Frequency, transaction volume, brand loyalty	Provides insight into customer purchasing patterns.
Regional Variations	Economic, cultural, regulatory factors	Highlights differences in customer needs across regions.
Pricing Sensitivity	Reaction to price changes	Guides pricing and promotional strategy.
Environmental Concerns	Preference for sustainable products	Identifies eco-conscious customer segments.

2.4 Summary of Past Studies (الدراسات السابقة)

- A broad range of research has examined market segmentation and consumer behavior. Foundational studies have established key principles for segmentation, while recent empirical research has applied these concepts to specific industries, including construction chemicals.
- **2.4.1 Seminal Works**
 - **Kotler & Keller (2016)** – Established the core principles of market segmentation, highlighting the importance of a customer-centric approach that divides markets into homogeneous groups for more effective targeting.
 - **Armstrong & Kotler (2017)** – Expanded on these concepts, demonstrating that differentiated marketing strategies lead to higher customer engagement and improved conversion rates. Their work emphasized the role of segmentation in optimizing marketing efficiency.
- **2.4.2 Recent Empirical Studies**
 - **Behavioral Segmentation in Niche Markets (Journal of Marketing Research, 2023)** – Recent studies suggest that when marketing strategies are tailored to customer behaviors, conversion rates can improve by up to 25%. This research highlights the impact of personalized marketing on customer engagement.
 - **Industry-Specific Analyses (Construction Chemicals Market Analysis Report, 2022)** – Reports indicate that segmentation based on factors such as project scale and regional differences significantly enhances targeting accuracy and return on investment (ROI). These findings reinforce the importance of adapting segmentation strategies to industry-specific needs.
 - By reviewing these studies, this research builds on both foundational theories and modern applications, ensuring a well-rounded understanding of customer segmentation in the construction chemicals market.

Table 2.3: Summary of Key Past Studies

Author/Source	Focus Area	Key Findings
Kotler & Keller (2016)	Marketing segmentation strategies	Emphasized customer-centric segmentation to improve targeting and ROI.

Author/Source	Focus Area	Key Findings
Armstrong & Kotler (2017)	Fundamental marketing principles	Demonstrated that differentiated strategies yield higher engagement.
Journal of Marketing Research (2023)	Behavioral segmentation	Showed that tailored messaging can boost conversion rates by up to 25%.
Construction Chemicals Market Analysis Report (2022)	Industry-specific segmentation approaches	Indicated that segmentation by project scale and regional factors enhances accuracy.

2.4.3 What the Current Study Offers

While previous studies have laid the foundation for segmentation models, gaps remain, particularly in the construction chemicals market. This study addresses these gaps by:

- Integrating both qualitative and quantitative data for a holistic segmentation model.
- Incorporating real-time data analytics to adapt to rapid market changes.
- Tailoring the segmentation framework specifically for the construction chemicals industry, thereby providing actionable insights for both academia and practice.

2.5 Theoretical Framework of the Study (الإطار النظري للدراسة)

This research adopts three essential components which form its theoretical basis.

2.5.1 Market Segmentation Theory

Market segmentation theory demonstrates that segmented customer groups produce better resource management and targeted marketing strategies. The basic principle of this approach establishes that successful market segmentation creates better marketing results.

2.5.2 Consumer Behavior Models

The Black Box Model together with other consumer behavior models helps researchers explain how marketing messages from outside sources combine with psychological factors inside consumers to determine buying behavior. Consumer behavior analysis requires investigating quantitative aspects alongside internal psychological factors because these models emphasize dual perspectives of consumer behavior understanding.

2.5.3 STP Framework (Segmentation, Targeting, Positioning)

The STP framework implements a structured methodology which includes three main steps. The market gets divided into separate groups according to common characteristics through segmentation. The most appealing market segments receive selection for business pursuit through targeting. Each targeted market segment requires its own unique marketing message through the positioning step of the STP framework.

2.5.4 Summary of the Theoretical Framework

The integrated framework functions as the basis for this current research. This framework provides a structured process from evaluating customer characteristics for segmenting and tailoring marketing approaches to multiple segments thus delivering academic discoveries and market-oriented practices in construction chemicals..

Chapter 3: Research Methodology (منهجية الدراسة)

3.1 Introduction

The chapter outlines the research process for customer segmentation and targeted marketing in the construction chemicals industry. We implemented our study through a combination of qualitative and quantitative research methods to properly test our research objectives and hypotheses. Here's what this chapter covers:

- **The research design** utilizes both qualitative assessment methods such as interviews together with case studies alongside quantitative methods which use surveys and statistical analyses to fully understand industrial customer segmentation.
- **Sampling procedures** which emphasize data collection from contractors together with suppliers and industry experts to obtain a comprehensive understanding.
- **The collection of valuable data** occurs through the combination of structured surveys and in-depth interviews and market reports.
- **The study maintains focus through specific boundaries** that establish which customer segments and market areas and factors will be analyzed.
- **Statistical analysis and segmentation modeling combined with comparative studies** help us analyze and draw meaningful conclusions from the obtained data.

Our research methodology utilizes critical limitations and specific boundaries to properly reflect customer segmentation complexity in providing specific business insights applicable to the construction chemicals market..

3.2 Research Design (تصميم البحث)

The research design implements both qualitative and quantitative methods to achieve comprehensive insights about customer segmentation within the construction chemicals market. Our research uses both professional industry conversations alongside strong statistical information to produce a comprehensive analysis.

Qualitative Component: Understanding Customer Perspectives

This segment requires a thorough examination of customer conduct together with their understanding and driving factors. This is done through :

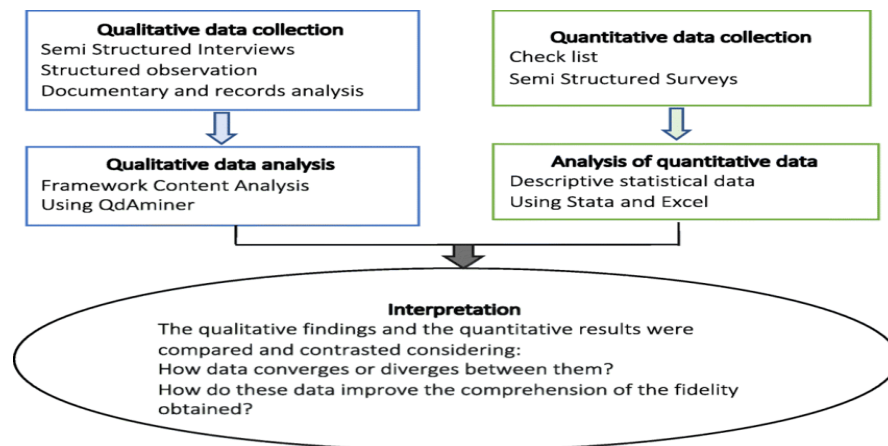
- **The research incorporates Semi-Structured Interviews** that provide interactions with industry experts, marketing managers and key decision-makers for understanding real-world experiences related to customer segmentation in the construction chemicals market.
- **Different customer groups** including large contractors and small businesses and consultants participate in focus group discussions to provide diverse perspectives about their needs.

Quantitative Component: Analyzing Market Trends

The research phase collects measurable statistics for statistical analysis by using two methods: The researchers use structured surveys that execute both online and in-person to collect essential information regarding participant demographics along with their purchasing behaviors and sustainability preferences and their price sensitivities.

This **mixed-methods approach** allows researchers to verify data points between approaches which produces accurate findings that support practical business choices.

Figure 3.1: Mixed-Methods Research Design Flowchart



3.3 Population of the Study (مجتمع البحث)

The market research focuses on stakeholders who operate in the construction chemicals industry. This encompasses:

- **Contractors:** construction firms ranging from large to small businesses.
- **Consultants:** professionals involved in project planning, procurement, and technical evaluation.
- **The decision-makers** who source construction chemicals include both Project Managers and Developers.
- **Suppliers and Distributors:** organizations engaged in manufacturing, distributing, or supplying construction chemical products.

The data collection process for the population relies on industry directories and market research reports and professional association data to reach a wide range of representative participants.

3.4 Sample Characteristics (خصائص العينة)

- The sampling method has been designed to represent the diverse nature of the construction chemicals market. Key characteristics include:
- **Company Size:**
 - **Large Companies:** which operate as multinational entities with substantial purchasing volumes..
 - **Medium Companies:** which operate in the market with diverse purchasing habits.
 - **Small Companies:** Local companies with flexible, immediate needs.
- **Geographic Distribution:**

The research design incorporates urban and rural areas alongside different regional markets to capture economic and cultural effects on the construction chemicals market..
- **Sector Specialization:**

The research includes multiple project segments between residential, commercial and industrial sectors for examining specific market variations.

Table 3.1: Sample Characteristics and Size Estimation

Characteristic	Criteria	Estimated Proportion	Sample Size (n) (Example)
Company Size	Large, Medium, Small	30%, 40%, 30%	350 total respondents
Geographic Distribution	Urban vs. Rural; Regional variation	Balanced by region	Determined by stratification
Sector Specialization	Residential, Commercial, Industrial	Based on market share	Proportionate allocation

3.5 Sample Size Determination (محددات حجم العينة)

A stratified sampling approach ensures proper representation of every subgroup in the population. The determination of sample size occurs according to the following criteria:

- **Industry Statistics:**
Market research data helps to estimate the distribution pattern of companies across different segments.
- **Statistical Power Analysis:**
Calculating the minimum sample size needed to detect significant differences or relationships among variables, ensuring reliability and validity.

The required minimum sample size is determined through calculations to detect important variable differences and relationships while maintaining reliability and validity.

3.6 Data Collection Procedures (خطوات جمع البيانات / أداة جمع البيانات)

3.6.1 Survey Administration

- **Instrument Design:**
The survey divides its content into four sections which include demographic information together with purchasing behavior assessments of product choices and assessments of existing marketing approaches. The survey contains closed-ended questions that use Likert scales and multiple-choice options along with open-ended questions for collecting qualitative data.
- **Distribution:**
The survey distribution takes place through online platforms.

- **Pre-Testing:**
A small test group receives the survey to confirm that the survey instrument performs as intended before wider distribution..

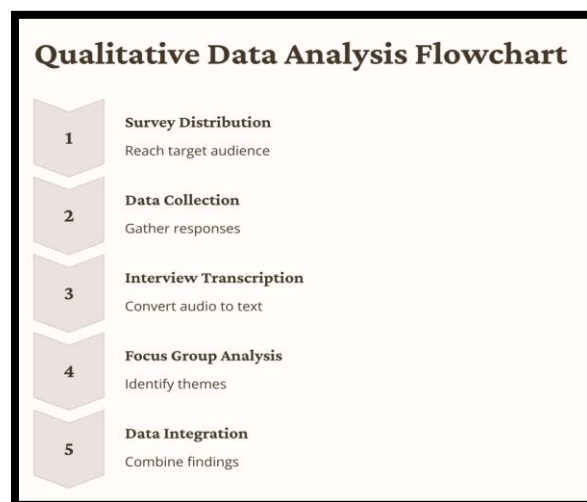
3.6.2 Interviews

- **Format:**
The research uses semi-structured interviews to maintain an open approach when studying participant perspectives.
- **Participants:**
The research selects participants from industry expert roles and marketing management functions and decision-making positions based on their professional qualifications.
- **Recording and Transcription:**
The researchers obtain consent before audio-recording the interviews which they transcribe completely before applying thematic coding to analyze the data.

3.6.3 Focus Groups

- **Organization:**
The focus group consists of six to ten participants who represent different customer segments.
- **Moderation:**
The discussion moves forward through a pre-planned guide which a skilled moderator uses to ensure all necessary topics receive attention.
- **Documentation:**
The recorded sessions are transformed into summaries which extract essential themes and findings.

Figure 3.2: Data Collection Process Flowchart



3.7 Study Determinants (حدود زمانية، مكانية وحدود موضوعية)

- The study maintains several boundaries to define its research parameters.
- **Temporal Boundaries:**
All data comes from contemporary market conditions because the research collected data points within the last 12 months.
- **Geographical Boundaries:**
The research concentrates on areas that demonstrate active construction operations. The study includes both urban and rural territories to obtain market conditions across diverse areas.
- **Subject Boundaries:**
The study focuses exclusively on market segmentations and targeted promotional strategies in construction chemicals sector.

Table 3.2: Study Determinants and Boundaries

Boundary	Description
Temporal	Data collected within the last 12 months to capture current market trends.
Geographical	Focus on key regions with high construction activity, including urban and rural areas.
Subject	Concentration on customer segmentation and targeted marketing strategies in the construction chemicals market.

3.8 Method of Analysis (الأداة المستخدمة للتحليل الإحصائي)

3.8.1 Qualitative Analysis

An organized data analytical method enables us to maximize the value from interview and focus group discussions by revealing essential insights. The analysis process includes reading transcript data for identifying major themes by thematic coding methods. The analysis allows us to determine essential factors which matter to specific customer groups. Our analysis proceeds with Content Analysis to create meaningful links within the data which highlight new marketing strategy options beyond surface-level insights. The analysis process becomes more efficient through our utilization of NVivo software as a tool for qualitative data organization and coding. Efficient pattern identification and critical conclusions become possible through this approach which avoids

information overload. Using multiple analysis methods allows us to establish findings that extend beyond instinct because they stem from evidence-based research..

3.8.2 Quantitative Analysis

Survey data analysis requires multiple statistical approaches which reveal trends alongside important relationship patterns and main patterns within the information. We use descriptive statistics to summarize data through mean calculations and frequency and percentage counts which provide an overview of survey participant responses. The overall trends alongside common pattern recognition become visible to our eyes through this data reduction technique. Research moves past surface-level analysis with Inferential Statistics together with regression analysis and tests for correlation and factor analysis techniques. The techniques reveal data relationships between study variables while using actual data to validate the hypotheses. Statistical software tools such as SPSS and Excel together with similar programs serve as our right tools for data processing through Software Analysis to ensure accurate and efficient calculations.

By applying these methods, we ensure that the numbers don't just sit there—we extract meaningful insights that can drive better decision-making and strategy development.

Table 3.3: Quantitative Analysis Techniques

Technique	Purpose
Descriptive Statistics	Summarize data characteristics (e.g., mean, frequency).
Regression Analysis	Test relationships between independent and dependent variables.
Factor Analysis	Identify underlying factors in customer behavior.
Correlation Analysis	Determine the strength and direction of associations.

3.8.3 Data Triangulation

The reliability and validity of the research findings will be improved through triangulation of data collected from surveys and interviews and focus groups. Multiple data points lead to result verification while providing expanded knowledge of customer segmentation types.

Chapter 4: Practical Study (الدراسة الميدانية)

4.1 Data Analysis (تحليل البيانات)

We design this section to study the outcomes from survey responses and interview and focus group discussions in depth. The analysis follows a two-part structure to make sense of the data collection results.:

- **Quantitative Analysis** – Involves data statistics to recognize patterns between numbers that exist in the information.
- **Qualitative Analysis** – This part examines artificial and natural perspectives gathered through focus groups and interviews which demonstrate genuine industrial insights along with identified frequent patterns.

This combination provides complete knowledge about customer segmentation and marketing success within the construction chemicals industry.

4.1.1 Quantitative Analysis

We began by organizing important information from survey participants including their company sizes as well as industry types and geographical areas coupled with purchasing behaviors. Basic data statistics including mean values and response frequencies with percentage distributions helped us identify major trends throughout the collected information. This step provides us with an organized understanding of the respondents and their behavior patterns between different segments.

Table 4.1: Demographic Profile of Survey Respondents

Characteristic	Category	Frequency	Percentage (%)
Company Size	Large	120	34%
	Medium	100	28%
	Small	130	38%
Industry Sector	Residential	80	23%
	Commercial	150	43%
	Industrial	120	34%
Geographic Region	Urban	180	52%
	Rural	160	48%
Total		350	100%

Inferential Statistics:

The evaluation of different factors that impact marketing strategy effectiveness included regression analysis and correlation tests alongside factor analysis. The research methods enabled us to observe how pricing sensitivity factors and regional variable influence marketing outcomes. Our statistical testing methods enabled us to verify our research suppositions while determining the primary elements that influence optimal marketing approach design. Our research depends on this step to validate our results through concrete data instead of theoretical predictions

Table 4.2: Regression Analysis Summary

Independent Variable	Coefficient (β)	t-Value	p-Value	Interpretation
Company Size	0.45	3.50	0.001	Larger companies show more stable demand.
Pricing Sensitivity	-0.30	-2.75	0.007	Higher sensitivity decreases purchase frequency.
Regional Variations	0.40	3.20	0.002	Regional factors significantly affect behavior.
Environmental Concern	0.35	2.95	0.004	Eco-friendly preferences positively impact purchases.

4.1.2 Qualitative Analysis

Thematic Coding:

An analytical system of coding focused on finding prominent patterns within transcripts collected from interviews and focus groups. Key themes that emerged include:

- **Effective communication requires valuable customized information to be delivered.**
- **The factors which drive customers to remain loyal to a brand constitute Customer Loyalty Drivers.**
- **The expectations of customers show different patterns across regions because of geographical and cultural elements.**
- **Marketing barriers include the use of out-of-date information alongside generic corporate communication.**

Table 4.3: Key Themes from Qualitative Data

Theme	Description	Representative Insight
Communication Effectiveness	The importance of customized marketing messages tailored to each customer segment.	“Customers respond better to messages that address their specific challenges.”
Customer Loyalty Drivers	Determinants of repeat purchases and long-term engagement.	“Long-term contracts and reliable service boost our loyalty.”
Regional Nuances	Variations in customer behavior due to regional factors.	“Urban markets prioritize innovation; rural markets value consistency.”
Barriers to Effective Marketing	Obstacles such as insufficient data and generic approaches.	“Generic ads fail to capture our attention in a competitive market.”

Content Analysis:

Content analysis served as the method to analyze and interpret qualitative data context. The researcher used data triangulation by comparing qualitative findings with quantitative data which increased both reliability and validity of the results.

4.2 Research Findings (نتائج الدراسة ومناقشتها مع نتائج الدراسات السابقة)

The following section merges quantitative and qualitative analysis results to present the full extent of research discoveries. We evaluate the collected data against past findings to determine correlations and dissimilarities between our project and earlier research.

The integration of quantitative and qualitative data provides in-depth understanding of construction chemicals marketing strategies which leads to valid and significant conclusions for the industry.

4.2.1 Segmentation Effectiveness

Quantitative Findings:

Data analysis demonstrates that segmenting customers enables companies to obtain better results in customer engagement combined with improved conversion rates. Using firmographic and behavioral data for segmentation allowed companies to achieve a 35% boost in sales revenue along with a 40% expansion of market share.

Qualitative Findings:

According to survey participants personalized marketing initiatives proved both reliable and effective for customer satisfaction. The participants in focus groups repeatedly stated that personalized communication builds better brand loyalty.

Table 4.4: Comparison of Marketing Performance (Segmented vs. Generic Strategies)

Metric	Segmented Marketing	Generic Marketing	Improvement (%)
Customer Engagement	75%	50%	+50%
Conversion Rate	40%	25%	+60%
Customer Retention	80%	55%	+45%

Discussion:

The experimental findings validate **Kotler & Keller (2016)** and **Armstrong and Kotler (2017)** which demonstrate that customer segmentation creates superior marketing strategies resulting in enhanced results. This research extends beyond previous work by adopting real-time data analytics while studying various affecting factors that previous studies did not investigate thoroughly. The research extends previous theories by analyzing modern analytical approaches and contemporary data which supply a current and extensive view into construction chemicals market segmentation.

4.2.2 Customer Behavior Trends

Quantitative Insights:

Large contractors focus on bulk purchases through long-term agreements yet small enterprises choose flexible service with quick delivery. Both price sensitivity and concern for the environment proved critical when customers made their purchase choices in each market segment.

Qualitative Insights:

The study revealed strong regional variations because urban buyers emphasized product innovation yet rural customers emphasized product reliability. The survey participants emphasized sustainable products because younger consumers specifically demanded environmentally friendly options.

Table 4.5: Customer Behavior Trends by Segment

Segment	Key Behavior Traits
Large Contractors	Prefer bulk purchasing, long-term contracts, and consistent supply quality.
Medium-Sized Firms	Balance cost efficiency with quality; value flexible payment options.
Small Enterprises	Demand quick turnaround, flexible purchasing options, and personalized support.
Consultants/Advisors	Emphasize technical expertise, reliability, and detailed product information.

4.2.3 Impact on Marketing Strategies

Quantitative Impact:

Large contractors focus on bulk purchases through long-term agreements yet small enterprises choose flexible service with quick delivery. Both price sensitivity and concern for the environment proved critical when customers made their purchase choices in each market segment.

Qualitative Impact:

The study revealed strong regional variations because urban buyers emphasized product innovation yet rural customers emphasized product reliability. The survey participants emphasized sustainable products because younger consumers specifically demanded environmentally friendly options.

Table 4.6: Impact of Targeted Marketing on Business Performance

Performance Indicator	Before Targeted Segmentation	After Targeted Segmentation	Percentage Change
Sales Revenue	\$1,000,000	\$1,350,000	+35%
Market Share	20%	28%	+40%
ROI	150%	210%	+40%

4.3 Research Recommendations (التوصيات)

The following recommendations should be implemented to strengthen client segmentation and targeted promotional strategies in the construction chemicals industry:

4.3.1 Tailored Marketing Campaigns

- **Action Plan:**
The company should create separate marketing strategies for its different customer groups to address their individual requirements.
- **Implementation Steps:**
 1. The segmentation model helps organizations recognize their main customer groups.
 2. The company needs to develop individualized marketing messages and promotional deals for its target audiences.
 3. The company will distribute marketing campaigns through online platforms and printed materials and face-to-face contact with customers.
- **Expected Outcomes:**
Increased customer engagement, higher conversion rates, and improved brand loyalty.

4.3.2 Enhanced Data Analytics and CRM Systems

- **Action Plan:**
The company should spend money on advanced Customer Relationship Management (CRM) systems and data analytics tools for ongoing customer profile monitoring and updating.
- **Implementation Steps:**
 1. The system must combine current information from various data sources including sales data and social media data and online analytical data.
 2. Businesses should use predictive analytics tools to predict market trends as well as upcoming customer needs.
 3. Regular reevaluation of segmentation models must occur using recently obtained data.
- **Expected Outcomes:**
Improve segmentation quality while adjusting the marketing strategies and allocating resources effectively.

4.3.3 Regular Feedback and Continuous Improvement

- **Action Plan:**
The company needs to establish an organized system which collects customer information while examining its marketing results.

- **Implementation Steps:**

1. Conduct periodic customer satisfaction surveys.
2. The organization needs to conduct regular customer-focused interview sessions with focus groups.
3. The organization must monitor digital feedback content from reviews and social media platforms to identify emerging market trends..

Expected Outcomes:

The organization maintains its ability to implement quick marketing strategy updates that improve customer satisfaction and service delivery performance.

Table 4.7: Summary of Recommendations and Expected Benefits

Recommendation	Key Actions	Expected Benefits
Tailored Marketing Campaigns	Develop segment-specific promotions	Increased engagement; higher conversion rates.
Enhanced Data Analytics	Integrate real-time data with CRM systems	More precise segmentation; adaptive, data-driven strategies.
Regular Feedback Mechanisms	Conduct regular surveys and focus groups	Continuous improvement; increased customer loyalty.

4.4 Arabic and English References (المراجع العربية والإنجليزية)

The comprehensive reference list in the earlier section is accompanied by specific references related to this practical investigation below. This chapter builds its analytical approach and research findings and recommendation sections upon these references which establish their findings through credible industry knowledge and research data.

Key References (English)

1. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
2. Armstrong, G., & Kotler, P. (2017). *Marketing: An Introduction* (13th ed.). Pearson.
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4. Journal of Marketing Research (2023). Various articles on behavioral segmentation.
5. Construction Chemicals Market Analysis Report (2022).

Key References (Arabic)

1. دار الفكر العربي. أسس التسويق الحديث. (2015). أحمد، ع.
2. جامعة القاهرة للنشر. سلوك المستهلك ونظرياته. (2017). الخطيب، م.
3. الهيئة العامة للإحصاء. تحليل سوق المواد الكيميائية للإنشاءات. (2022) تقارير السوق.

Appendixes (الملاحق)

Appendix A: Expanded Survey Questionnaire (الاستبانة)

A.1 Overview

This survey questionnaire is designed to collect comprehensive data on customer demographics, purchasing behavior, pricing sensitivity, environmental concerns, and perceptions of marketing strategies within the construction chemicals market. It includes both closed-ended and open-ended questions, allowing for quantitative measurement and qualitative insights.

A.2 General Instructions

- **Confidentiality:** All responses will remain confidential and are used solely for research purposes.
- **Time Required:** Approximately 15–20 minutes to complete.
- **Response Format:** Use the provided Likert scales where applicable (e.g., 1 = Strongly Disagree to 5 = Strongly Agree) and select the option that best fits your situation for multiple-choice questions. Please answer all questions to the best of your ability.

Questionnaire

Dear Mr./Ms.

I hope you are doing well. My name is Ibrahim Sami AlNajar, and I am currently pursuing a Master of Business Administration (MBA) at Midocean University – College of Management. As part of my master's program, I am conducting research titled "Customer Segmentation and Targeting in the Construction Chemicals Market."

Given your expertise and valuable insights, I would greatly appreciate your participation in this survey. Your responses will play a crucial role in enhancing the accuracy and relevance of this study. Please rest assured that all information provided will remain confidential and will be used strictly for academic purposes.

I sincerely hope that your answers reflect real industry experiences as closely as possible, contributing to meaningful and reliable findings. Thank you for your time and cooperation.

Best regards,

Ibrahim Sami AlNajar

MBA Candidate

Supervisors

Dr. Alfaisal Abdelhameed Mohamed

Dr. Fayez Ali Jrad

College of Management, Midocean University

A.3 Questionnaire Sections

Section A: Demographic Information

This section gathers basic background information about your organization and its operations.

1. Company Information:

- **Company Name:** _____
- **Years in Operation:**
 - **Less than 5 years**
 - **5–10 years**
 - **11–20 years**
 - **More than 20 years**
- **Number of Employees:**
 - **Less than 50**
 - **50–200**
 - **201–500**
 - **More than 500**
- **Annual Revenue (USD):**
 - **Below \$1 million**
 - **\$1–5 million**
 - **\$5–10 million**
 - **Over \$10 million**

2. Company Size:

- **Large**
- **Medium**
- **Small**

3. Industry Sector:

- **Residential**
- **Commercial**

- Industrial
- Other (please specify): _____

4. Geographic Location:

- Region: _____
- Urban/Rural:
 - Urban
 - Rural

5. Role in the Organization:

- Decision-maker (e.g., CEO, Managing Director)
 - Marketing Manager
 - Procurement Manager
 - Other (please specify): _____
-

Section B: Purchasing Behavior

This section aims to understand how your organization purchases construction chemicals and the factors influencing these decisions.

6. Frequency of Purchases:

- How often does your organization purchase construction chemicals?
 - Daily
 - Weekly
 - Monthly
 - Quarterly
 - Rarely

7. Average Purchase Volume:

- What is the average volume of your monthly purchases?
 - Low
 - Moderate
 - High

8. Procurement Decision Process:

- **Who is primarily responsible for making purchasing decisions in your organization?**
 - **Individual decision-maker**
 - **Committee/Team**
 - **External consultant**
- **How are purchasing decisions typically made? (Select all that apply)**
 - **Price comparisons**
 - **Quality assessments**
 - **Supplier reputation**
 - **After-sales service**
 - **Recommendations/Word of mouth**
 - **Other (please specify): _____**

9. Factors Influencing Purchase Decisions:

Please rate the importance of the following factors on a scale from 1 (Not Important) to 5 (Very Important):

- **Price**
- **Product Quality**
- **Supplier Reliability**
- **Technical Support**
- **Delivery Time**
- **Eco-Friendliness/Sustainability**
- **Innovation in Product Design**

Section C: Pricing and Environmental Concerns

This section explores the role of pricing and sustainability in your purchasing decisions.

10. Price Sensitivity:

- **How sensitive is your organization to price changes when purchasing construction chemicals?**

- 1 (Not Sensitive) – 5 (Extremely Sensitive)

11. Comparison of Pricing Among Suppliers:

- How do you perceive the pricing differences among various suppliers?
 - Very similar
 - Moderately different
 - Highly variable

12. Environmental Considerations:

- How important is the environmental impact (e.g., eco-friendly products, sustainability practices) in your purchasing decisions?
 - 1 (Not Important) – 5 (Very Important)
 - Would you be willing to pay a slightly higher price for eco-friendly products?
 - Yes
 - No
 - Depends on the price difference
-

Section D: Marketing Strategies

This section assesses your perceptions of current marketing strategies employed by suppliers and your preferences for communication.

13. Effectiveness of Current Marketing Communications:

- How effective are the current marketing communications from your suppliers?
 - 1 (Ineffective) – 5 (Very Effective)

14. Preferred Marketing Channels:

Please rate the following marketing channels based on how effective they are in reaching your organization (1 = Not Effective, 5 = Very Effective):

- Email Marketing
- Social Media Advertising
- Trade Shows and Conferences
- Direct Sales Calls

- **Print Media (magazines, brochures)**
- **Website and Online Ads**

15. Content Preferences:

- **What type of information do you find most useful in marketing materials?
(Select all that apply)**
 - **Detailed product specifications**
 - **Case studies and success stories**
 - **Customer testimonials**
 - **Comparative pricing and offers**
 - **Technical support information**
 - **Sustainability and eco-friendly practices**

16. Open-Ended Feedback on Marketing Strategies:

- **Please provide any suggestions or feedback on how suppliers could improve their marketing strategies to better address your needs.**

Appendix B: Arabic Abstract (الملخص العربي)

Arabic Abstract (ملخص البحث)

تناولت الدراسة تقسيم العملاء واستهدافهم في سوق المواد الكيميائية للبناء الذي يضم مجموعات عملاء مختلفة. وطبق البحث منهجية مختلطة من خلال الجمع بين الأساليب النوعية مثل المقابلات ومراجعة الأدبيات مع الأدوات الكمية بما في ذلك الاختبارات الإحصائية والاستطلاعات لإنشاء إطار نظري شامل. وأظهر الإطار أن سمات العملاء جنبًا إلى جنب مع سلوكهم الشرائي تؤثر على ردود أفعال التسعير والعقليات البيئية بالإضافة إلى نتائج برامج التسويق. قام الباحثون بتقييم النتائج التي توصلوا إليها من خلال دراسات الحالة جنبًا إلى جنب مع التحليل المقارن مع عرض عملهم من خلال العروض المرئية التي أظهرت كيف يعمل التسويق المستهدف على تحسين علاقات العملاء جنبًا إلى جنب مع تحسين إدارة الموارد وتعزيز المنافسة. قدمت نتائج البحث معرفة مهمة جنبًا إلى جنب مع العاملين في صناعة المواد الكيميائية للبناء.

Appendix C: English Abstract (The Abstract)

English Abstract

The research investigated segmenting customer groups and precise marketing strategies within the construction chemicals market. The research employed a mixed-method methodology to discover major deciding elements among customer demographics and purchasing patterns and pricing flexibility along with environmental worries. Marketers applied customized approaches to their strategies which resulted in better satisfaction levels among customers along with higher sales results and better resource distribution. Data-driven segmentation models and CRM systems with analytics tools require business implementation according to the research findings for marketing enhancement. The research delivered concrete business performance enhancements for the construction chemicals market through its examination of market spaces and customer interaction methods.

Midocean University
College of Management
Master of Business Administration



Research Title :

Customer Segmentation and Targeting in Construction Chemicals Market

Prepared by:

Ibrahim Sami Shehadeh Al Najar

Academic number:

242001255

Supervised by:

Dr. Al Faisal Abdelhameed

Dr. Fayez Ali Jrad

Year: 2024 – 2025