

# New insights of satisfaction prototypes for segmentation

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# New insights of satisfaction prototypes for segmentation

## **Abstract**

The aim of the paper is to test a conceptual segmentation (since conventional methods of segmentation are increasingly outdated) using a criterion outlined by Richard Oliver based on the satisfaction prototypes customers may follow. To the best of our knowledge, this is the first time that Oliver's prototypes are tested as a segmentation criterion. The empirical study was conducted with a sample of amusement park visitors, who were grouped into four satisfaction prototypes/segments. Results show the presence of important differences by groups both in terms of the effects of perceived value dimensions on satisfaction and on the level of satisfaction by segment. Overall, we find support for the proposed segmentation approach and believe that in order to cover the new segmentation challenges, a fresh approach should include fixed segments to fit the varying preferences of modern consumers, proving segmentation criteria to be useful.

**Keywords:** *segmentation; satisfaction prototypes; perceived value*

**Track:** Tourism Marketing