

# Leveraging the Competitive Segmentation Analysis to Orchestrate Organic and Nonorganic Revenue Streams

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Cite as:

Mergner Niklas, Brüggemann Philipp, Olbrich Rainer (2024), Leveraging the Competitive Segmentation Analysis to Orchestrate Organic and Nonorganic Revenue Streams. *Proceedings of the European Marketing Academy*, (122570)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



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## **Abstract**

In line with the Sustainable Development Goals, retailers and manufacturers are rapidly incorporating organic products into their offering to meet shifting consumer demands and heightened market competition. Against this background, we employ the ‘Competitive Segmentation Analysis’ (CSA) to assess competitive dynamics within market segments. We examine the influence of marketing mix variables on organic and non-organic revenue streams from the perspectives of retailers and manufacturers. Utilizing a household panel dataset spanning 21 million purchases from 2006 to 2022, supplemented by survey data, we identify three distinct consumer segments distinguished by diverse demographics and attitudes. The exemplarily application of the CSA demonstrates how competitive advantages and disadvantages can be identified and illustrated across various consumer segments.

**Subject Areas:** *Marketing-Mix Effectiveness; Marketing Strategy; Pricing; Retailing; Segmentation*