

Institute of Insurance Economics



University of St.Gallen

# **HOW TO SEGMENT DEVELOPING COUNTRIES: AN INTERNATIONAL INVESTIGATION**

**PETER MAAS**

**TOBIAS SCHLAGER**

**WORKING PAPERS ON RISK MANAGEMENT AND INSURANCE NO. 108**

**EDITED BY HATO SCHMEISER**

**CHAIR FOR RISK MANAGEMENT AND  
INSURANCE**

**JANUARY 2012**



# **HOW TO SEGMENT DEVELOPING COUNTRIES: AN INTERNATIONAL INVESTIGATION**

TOBIAS SCHLAGER & PETER MAAS

Developing countries nowadays are on the top of the companies agenda when discussing internationalization efforts. In this article the presuppositions of a segmentation of developing countries are discussed. These are tested by global consumer interaction point behavior. A key issue is the inclusion of the market environment's influence, which are described as enormous in developing countries. Results confirm the presuppositions and underline the need for a new conceptualization of segmentation when developing countries are in the focus. Thereby, the study contributes to segmentation theory, as well as to literature on developing countries. Companies can use the insights generated by this study in finding a marketing strategy for developing countries.