

Market Research and target market segmentation in Place Marketing procedure: A structural analysis

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Abstract

The purpose of the paper is to present a structural analysis of market research and target market segmentation procedures in Place Marketing implementation. The paper focuses on city's internal and external environment in micro-macroeconomical level, trying to set up a wide range of important questions concerning the planning and the successful performance of Place Marketing. The first part of the paper analyses Place Marketing as a strategic procedure. The second and the third parts examine the role of market research and target market segmentation in the Place Marketing process. The fourth part presents a structural analysis, by putting market research and target market segmentation procedures into city's internal and external environment, in a variety of areas of analysis. Furthermore, some very important questions related to each area and environment of analysis are discussed. The article supports that this structure is characterized by flexibility since it can be used in more specialized research fields, such as: tourism, culture, innovation, business activities, leisure and recreation etc.

Key words: *place marketing, market research, target market segmentation, city's internal and external environment*

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