



# Agricultural Journals

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# **Agric. Econ. – Czech**

**Koudelka J.:**

## **Segmentation of Czech consumers as for their relationship to organic foods**

Agric. Econ. – Czech, 59 (2013): 348-360

Products of organic agriculture have gained a significant attention among consumers. It creates a visible impact also on the products of conventional agriculture. This leads to the necessity to apply target marketing at the food resp. organic food markets. The objective of

this article is to explore the possible approaches to the process of market segmentation at these consumer markets. The data of the Market & Media & Lifestyle were used. Variables of food consumer behaviour and lifestyle were especially selected. Three lines of market segmentation were inferred from the basic conceptual approaches: a priori segmentation, post hoc segmentation and forward segmentation. The data were analysed in several steps using multidimensional analyses. The results indicate a different marketing potential of the investigated approaches. A priori segmentation seems to be more proper for the purpose of the sales management. A broadly based post hoc segmentation