

BUSINESS & ECONOMICS RESEARCH SEMINARS

**THURSDAY 15th March 2007
16:00 – 18:00**

**SEERC Seminar Room
SEERC Bldg**

“The use of factor and cluster analysis in marketing”

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ABSTRACT

While factor analysis is a well established technique in marketing, the use of cluster analysis has not been widely used. It is a useful technique in order to create profile of customers and determine segmentation strategies. The current paper will present results for a survey conducted among customers of skiing resorts in Greece. Both factor and cluster analyses were run. The marketing implications will be presented.

The seminar series is open to all members of *staff* and *students* of CITY and to any *externals* that wish to attend.