

**BUSINESS ADMINISTRATION & ECONOMICS DEPARTMENT** 

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# **BUSINESS & ECONOMICS RESEARCH SEMINARS**

**THURSDAY 15<sup>th</sup> 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.





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