

**11.4 MACRO/ENVIRONMENTAL/ETHICS/QUALITY -OF-LIFE MARKETING : HEALTH  
PUBLIC POLICY,AND INTERNATIONAL MARKET SEGMENTATION**

**ENVIRONMENTAL BASES FOR INTERNATIONAL MARKET SEGMENTATION:  
A COMPREHENSIVE REVIEW AND CRITIQUE**

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**ABSTRACT**

This paper attempts to provide a comprehensive review and critique of previous international market segmentation research. The majority of empirical and conceptual research have focused on identifying global market segments through applying purely environmental bases (such as variables related to the geographic, political, economic, or cultural environments of markets) for segmentation, despite the various limitations of relying merely on environmental bases for segmentation. The paper forwards the rationale behind the adoption of such methods. In addition, the paper highlights the drawbacks of backing solely on environmental variables in identifying global market segments. A series of propositions are extracted with respect to these variables and their impact on marketing strategy. Methodological and managerial critiques of the studies are discussed.