

CHAPTER 2

INNOVATIONS IN THE MANAGEMENT OF EDUCATIONAL INSTITUTIONS

ARTIFICIAL INTELLIGENCE SUPPORTED BEHAVIORAL SEGMENTATION AND ITS USE IN SERVICE MARKETING OF PRIVATE EDUCATION INSTITUTIONS

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Abstract. Successful marketing hinges on precisely defining the target audience and conveying tailored messages. In private education-where services are pedagogically sensitive and family expectations are heterogeneous-traditional demographic or psychographic segmentation often falls short. Artificial-intelligence (AI)-supported behavioral segmentation offers a data-driven alternative by clustering parents and students according to observed preferences, usage patterns, and decision motives. The aim of the study is to adapt the applications in various sectors to the education sector by taking advantage of the benefits of artificial intelligence technologies on behavioral segmentation. The study synthesizes marketing and education literature with qualitative insights from semi-structured interviews with four private school owners. Interview themes (parental motives, student learning behaviors, pricing perceptions, and value expectations) were mapped to behaviorally observable features and translated into segment definitions that AI systems can operationalize (e.g., clustering and propensity scoring). The model specifies five complementary segmentation bases: student interests, student ability (cognitive track), learning style, learning pace, and parent-student-management relationship patterns. When implemented with AI, institutions can individualize service delivery, align pricing and value communication to segment expectations, and personalize curricula and guidance. The approach reconciles pedagogical appropriateness with market demands by differentiating messages and offerings across behavior-based segments. For this purpose, a behavioral segmentation model was developed based on the opinions of four private school owners in the sector. The unique contribution of the study is that it examines a specific use of behavioral segmentation by using artificial intelligence in a common field of management, marketing and education sciences. In this framework, it is thought that it can contribute to the management and marketing functions of private educational institutions as well as the creation of educational curricula in terms of bringing together different disciplines. As a result, this study argues that educational institutions, which have been effectively using artificial intelligence for a long time, should develop communication strategies integrated with behavioral segmentation in order to gain competitive advantage.

Keywords: artificial intelligence; behavioral segmentation; private education institutions; educational marketing; parent behavior; student profiling; learning analytics; customer relationship management; market differentiation; service personalization.

JEL Classification: M31, C55, L86, I23

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Introduction. Technological development causes radical transformations in many sectors. Artificial intelligence (AI), which is at the center of this transformation, emerges as an important tool for businesses in customer choices and service delivery. AI-supported behavioral segmentation provides a strategic advantage for businesses. Behavioral segmentation, which has become increasingly important in marketing discipline as well as in management processes, is a new concept for Turkey. This study presents a model for service marketing of private educational institutions by addressing how behavioral segmentation can be strengthened with artificial intelligence-supported applications.

In the marketing literature, there are studies that require segmenting customers as much as possible in order to better understand and serve them better. Segmentation plays a critical role in order to enter into a more effective dialog process with customers, especially in the addressed market. Although traditional segmentation approaches try to divide customers into groups based on many data such as demographic, firmographic, psychographic, geographic and income data, they may be insufficient in most cases. For example, a very rich person may be able to afford a luxury vehicle, but that person's lifestyle may prefer simplicity without ostentation. On the other hand, globalization has created a highly diverse customer structure. As a result, more dynamic approaches such as behavioral segmentation are now needed.

Behavioral segmentation is first and foremost based on testing customers' buying habits. The results obtained enable the formation of new groups in terms of brand loyalty, purchase frequency, usage patterns, service perception and interaction levels with the product. This approach, which is mostly based on psychological and social foundations, will enable the development of customized marketing strategies by analyzing not only who customers are but also what they do with social statistics methods. Artificial intelligence makes important contributions at this point. Especially in the digital environment, the traces left by customers can be tracked and behaviors can be analyzed rapidly thanks to components such as big data analytics, machine learning (ML) and natural language processing (NLP).

Artificial intelligence can draw meaningful conclusions by processing a large number of complex data under the parameters of a wide variety of situations by utilizing digital traces, and as a result, it can predict customer trends very close to reality. For example, during periods of rapidly rising prices, private education institutions may have fewer customers. However, the fear of future unemployment in the same period may increase the demand for these prestigious schools. Or the perception that foreign schools are of higher quality will affect school preference. In this sense, Artificial Intelligence will suggest the most appropriate segmentation strategies with its meaningful inferences about behaviors. Moreover, since artificial intelligence has the capacity to learn, it will provide warnings about changing customer behaviors so that more agile and data-driven segmentation strategies can be developed..

Literature Review. Behavioral segmentation is the process of separating consumers based on the behaviors they exhibit. These behaviors include the types of products and content consumed or their interactions with the business. In this sense, behavioral segmentation is the observation of each customer's actions so that marketers

can send a tailored message (Mukherjee, 2024). This concept is important for marketers to reveal consumers' readiness to purchase or not, in short, to observe aspects such as product knowledge, loyalty, interaction or user experience (Villegas, 2025). Since this type of segmentation focuses on the actual behavior of consumers, it may yield more accurate results than demographic or psychographic segmentation.

Behavioral segmentation is done to group people who exhibit the same behaviors and target all marketing efforts to a single group. In this sense, behavioral segmentation groups consumers as follows (Mialki, 2014; Sunan, 2024; Parsons, 2024; Villegas, 2025);

a) *Opportunity-based behavioral segmentation* – refers to the situation(s) for which a product is purchased. These behaviors may or may not be repeated.

b) *Usage-oriented* – refers to the number of times the consumer uses the product. Consumers can be categorized as “first-time users”, “potential users”, “regular users” or “former users” depending on their purchase status.

c) *Loyalty-driven* – this type of segmentation focuses on customer retention rates. When the brand has a high level of loyalty, it will worry less about acquiring new customers. This segmentation divides customers into groups such as “loyal”, “potential” and “non-loyal”.

d) *Utility oriented* – consumers enjoy certain benefits when they buy products. Such as availability, different varieties or fulfillment of their needs. The benefits that customers expect from a product or service vary. For example, one customer may be interested in fuel efficiency when buying an automobile, while another may value safety features. This type of segmentation allows customers to be grouped according to the specific benefits they seek.

e) *By time of purchase* – buying behaviors may vary depending on specific times or events. For example, some customers may shop only on special occasions, while others may shop regularly. For another example, Valentine's Day shoppers show very different characteristics than other consumer groups.

f) *By level of involvement (usage rate)* – this segmentation groups customers according to their interaction with the brand. For example, an e-commerce site may offer special offers to customers who visit and shop frequently. Customers can be categorized into various groups, ranging from frequent to infrequent visitors. For example, they can be categorized as “heavy users”, “medium users” and “infrequent users”.

g) *According to their spending* – this segmentation categorizes customers as “Whale (high spenders)” and “Small Fish (low spenders)” (Sunan, 2024).

Behavioral segmentation focuses on how consumers act, while psychographic segmentation focuses on how consumers think or feel. In this sense, the two approaches are very different. Behavioral segmentation is more preferable if the goal is to understand customers' buying patterns and communication styles and to map customer journeys. If attitudes are to be identified or reasons for loyalty are to be understood, psychological segmentation should be preferred (Wisdom, 2024; Parsons, 2024; Lorincz, 2024). Making sense of behaviors is beneficial in many ways (Wisdom, 2024);

a) *Precise targeting* – this is especially important in delivering personalized messages. When the right message reaches the right audience, the return rate will increase.

b) *Relevant messaging* – sending timely and appropriate messages is possible by identifying behaviors. Thus, customized messages can be produced and sent in accordance with the needs or consumer preferences. Thanks to behavioral segmentation, messages can be developed for important behaviors (Intuit, 2025).

c) *Increased satisfaction* – when businesses understand their customers' behaviors, the effectiveness of the services they offer will increase. This will lead to increased satisfaction.

d) *Increased conversion rates* – by understanding consumer behavior, businesses will be able to optimize conversion rates.

e) *Product development* – the information obtained about how consumers use products will create benefits in design. This will open up opportunities for product innovation and development.

f) *Efficient resource utilization* – thanks to behavioral segmentation, marketing budgets can be allocated more effectively. Thus, the highest recycling can be achieved, avoiding unnecessary expenditures.

g) *Competitive advantage* – businesses can gain competitive advantage and stand out from competitors through behavioral segmentation by getting to know their customers better and offering individualized experiences.

Aims. The aim of the study is to adapt the applications in various sectors to the education sector by taking advantage of the benefits of artificial intelligence technologies on behavioral segmentation.

Methodology. The methodological design of this study combines a qualitative multiple-case approach with elements of applied modeling and AI-based conceptual synthesis. The research was structured in three sequential phases.

In the first phase, a comprehensive review of literature on marketing segmentation, educational management, and service marketing in private education was conducted to establish a theoretical foundation. Key frameworks by Kotler and Keller, Susilo (2016), Chen and Hsiao (2009), and Fastercapital (2025) were analyzed to identify transferable behavioral dimensions—such as motivation, perception of value, and purchasing behavior—that could be adapted from traditional business contexts to educational settings.

In the second phase, semi-structured interviews were carried out with four owners of private educational institutions operating at the pre-university level. These institutions were selected through purposive sampling, ensuring representation across different market positions (premium, mid-range, and price-sensitive schools). Each interview lasted approximately 60–90 minutes and explored four central themes: (1) parental motives and expectations; (2) observable student behaviors and learning trajectories; (3) perceptions of pricing, value, and quality; and (4) institutional strategies for communication and differentiation. Data were recorded, transcribed, and coded thematically using NVivo software to identify recurring behavioral patterns and decision drivers.

In the third phase, findings from the qualitative analysis were mapped to AI-operationalizable variables. This stage involved designing a behavioral segmentation model based on machine learning logic, where inputs (e.g., engagement metrics, learning performance indicators, and parental communication data) could be clustered using unsupervised algorithms such as k-means or hierarchical clustering. The purpose of this conceptual modeling was not to run full algorithmic tests but to simulate the logic by which AI systems could segment educational clients-parents and students-into distinct behavioral groups.

The output of this process was a five-dimensional segmentation framework encompassing student interests, cognitive ability, learning style, learning pace, and the nature of the parent-student-management relationship. This framework was validated through expert triangulation, in which three independent education management professionals reviewed the proposed segments for practical feasibility, ethical soundness, and marketing relevance.

Overall, the methodology emphasizes the integration of qualitative human insights with AI-based analytical logic, reflecting a hybrid research design that aligns managerial, pedagogical, and technological perspectives. This approach allows the model to bridge the gap between behavioral theory and applied educational marketing, providing a replicable foundation for further empirical testing.

Results. The structure of private educational institutions is quite different from businesses. First of all, it is known that these institutions, whose main purpose is not to make profit, stand out with the service they produce. Therefore, the image created by private educational institutions is an important factor in preferability. Therefore, the most important factor in the competition between one educational institution and another is how it is perceived by its customers.

The service marketing of private educational institutions is highly specialized and pedagogically sensitive. These institutions serve students from very different families with very different developmental levels and needs. Although special education institutions seem to serve only the students, they also produce services in line with the needs of their families. While the pedagogically correct behavior is to provide the service that is appropriate for the child's development, parental demands in terms of marketing for pure profit cause dilemmas. For example, a student whose cognitive makeup is social sciences may be pressured by their parents to study science in the hope of a higher income or social relations, and they may demand that the child study in this field. Parents' expectations often have an emotional aspect. For this reason, private educational institutions have to go beyond traditional marketing approaches and develop methods that can understand the target audience more deeply.

The applicability of behavioral segmentation in private education institutions is a highly controversial issue. Interviews with private school owners in the education sector reveal different opinions. According to one group of opinions, the demands of parents, which are the main factor in the survival of private education institutions, are more important. This is because parents make school choices, determine the basic criteria and pass them on to their children. In this process, they can often be biased in their search for information and their personal demands constitute an important part of

their decision motivation. Another group provides the necessary economic resources and leaves the choice of school to the student. However, this group remains in a limited number, especially in our country. Another group determines their preferences based on religious and political reasons. The motivation for the behavior of this group, which may sometimes neglect some benefits in order for the child to receive an education based on more moral foundations, is very different from the others. Another group, which is more limited in number, consists of parents who often work long hours. This group considers private education institutions as an alternative to childcare due to their long curriculum programs. As can be seen, communication strategies should be developed to effectively segment and analyze a wide range of parental behaviors.

Artificial intelligence applications enable the identification of student and parent profiles in this communication process. Artificial intelligence systems that analyze the interaction data of institutions in the digital environment can determine which services potential customers are more prone to, which communication channels they prefer and which concerns they have. In this way, marketing messages can be personalized, service delivery can be individualized and customer satisfaction can be increased. In addition, proactive strategies can be developed based on behavioral insights to build customer loyalty and increase commitment to the organization.

Table 1. Parent Segments and Communication Strategies in Private Education

Parent Segment	Core Motivation & Decision Drivers	Typical Concerns	Preferred Communication Channels	Key Message & Offer	Elements to Personalize or Demonstrate	Success Metrics
Parent-driven (economically oriented)	Social mobility, return on investment in education, employment outcomes	Price–quality ratio, scholarships, national or international exam results	Website, career-oriented webinars, email newsletters	“High return: strong academic results, career pathways, and partnerships with universities and companies.”	Data on outcomes, graduate success stories, transparent pricing and payment plans	Admission inquiries, conversion rate after webinars, percentage of families using financial plans
Student-driven (child chooses)	Self-realization, child’s interests and talents	Flexibility of curriculum, course selection, mentorship	Open days, demo lessons, social media platforms	“Personalized learning path: modular choice, mentorship, portfolio development.”	Interest mapping, examples of individualized learning plans	Child participation in events, time spent in demo courses, retention rate
Values-driven (religious or politically motivated)	Ethics, moral environment, shared worldview	Alignment with family identity, discipline, moral education	In-person meetings, school policies, codes of conduct	“Safe, value-based environment: clear codes, volunteer and service projects.”	Behavioral policies, community programs, chaplain or counselor profiles	Parent satisfaction with school culture, low incident frequency
Care-driven (long working hours / childcare focused)	Extended daily schedule, childcare and logistics	Safety, duration of stay, meals, supervision	WhatsApp/Viber groups, daily reports, mobile app	“Full-day care: safety, nutrition, clubs, transportation.”	Daily schedules, photo reports, medical protocols	Punctuality of transfers, parent NPS, contract renewal rate
Scholarship / price-sensitive	Accessibility, financial stability	Discounts, installment plans, payment transparency	Email, one-on-one consultations	“Fair price: scholarships, phased payments, transparency.”	Tuition matrix, grant criteria, sample payment packages	Percentage of families on grants, payment timeliness

Parent Segment	Core Motivation & Decision Drivers	Typical Concerns	Preferred Communication Channels	Key Message & Offer	Elements to Personalize or Demonstrate	Success Metrics
Excellence-seeking (premium segment)	Reputation, networking, international exposure	Rankings, international programs, small class sizes	Alumni events, private school tours	“Premium experience: IB/AP curriculum, small classes, global network.”	Licenses and accreditations, teacher–student ratio, university admissions	Average scores, university placements, referrals
Special-needs advocates	Individual support, specialized programs	Individualized Education Plans (IEPs), professional assistance, inclusion	Support-team meetings, regular parent updates	“Personalized plan + multidisciplinary support team.”	Sample IEPs, progress metrics, specialist qualifications	IEP progress indicators, attendance, family satisfaction

Source: systematized by the authors

In Susilo's (2016:185) study on increasing purchase and loyalty in higher education institutions in Jakarta, the following results emerged:

a) *The Value the Customer Feels* – regardless of the business, it has to sell the product it has produced. Private educational institutions also need to sell their services to their students. As social beings, the behavior of customers may not always seem rational. In this case, the reasons underlying these behaviors should be analyzed.

For example, consumers with lifestyles in certain brands always connect with their communities to form a group of consumer organizations based on the same members Susilo (2016:185). These communities are sometimes characterized by financial power, sometimes religious or political.

b) *Price* – the nature of the target market and brand strength form the pricing decisions of educational institutions. Therefore, price constitutes an important strategy. Although price may seem to create an artificial value on the consumer, the position of the educational institution in the market will affect consumer perceptions. In addition, price decisions can also ensure that a certain group of consumers is together.

For example, Institut auf dem Rosenberg College with its annual price of 176 thousand dollars and Aiglon College with its annual price of 172 thousand dollars (Habertürk, 2025) appeal only to a certain group of consumers. In Turkey, schools such as Koç High School, Robert College, Üsküdar American High School, SEV American College and Private Saint Joseph French High School are among the most expensive schools (Bayır, 2023).

c) *Value to the Customer* – Customers of private educational institutions do not only consider the benefits they receive, but also the time, price they pay, market segmentation and quality. Customer values should be understood by marketers in four aspects: (1) Form, (2) Place, (3) Time and (4) Ownership (Susilo, 2016:186).

A private educational institution is evaluated with many aspects, from the benefits it provides to students to the importance given to their families. Therefore, the value put forward consists of the sum of many factors. What is important here is how the value offered to the consumer is perceived by the consumer. For example, a consumer will establish a benefit relationship between student achievement and the price paid. Many such relationships can be developed. Here, the private education institution

should constantly focus on increasing customer value. Thus, the consumer should believe that he/she is getting the highest benefit for the price he/she pays.

Another important expectation of students' families is to meet their expectations about whether the education given to their children achieves the learning goals. According to Guilbert (1984), educational goals should be relevant, precise, feasible, logical, observable and measurable (Florida State University, 2025). Since measurement or assessment is a technical issue, parents' opinions on this issue will determine the success of their child after graduation. It is observed that parents in different parts of the world have very different goals in sending their children to schools besides the common basis of success. For example, some families are focused on vocational exams, while others are focused on personal development.

Behavioral segmentation is also useful in revealing the patterns of learners. For example, an e-learning platform can track students' study habits and plan their studies accordingly. This information can be used to make targeted recommendations, such as suggesting additional resources or advanced courses to enable learners to set goals and study for that purpose (Fastercapital, 2025). Chen and Hsiao (2009) identified 3 categories of students as a result of the market segmentation they applied to student behavior. "Career-oriented" students, 'emotion-oriented' students and 'environment-oriented' students. They found that each category has different needs.

The education sector is quite different from other sectors due to long-term relationships, rapid development in educational technologies and methods, and other unique characteristics of the sector.

For this reason, the following segmentation models were identified based on the criteria focused on behavioral segmentation in interviews with experts from the education sector.

Table 2. Behavioral segmentation models for private education institutions

Segment Basis	Typical Behavioral Signals	Primary Data Sources (incl. AI)	Example Segmentation Rule	Service / Marketing Actions	Notes / Source Cues	Student interests
Choice of clubs, extracurricular activities, and course pages viewed	LMS or website logs, social media, CRM inquiries; AI click- and scenario-analysis	If > 60 % of interactions are with "social activities" → <i>segment interest-social</i>	Personalize courses / activities; send targeted messages to parents	Fastercapital (2025)	Student ability (cognitive track)	Results of diagnostics / exams; learning dynamics in STEM vs. social sciences
Testing platforms, e-learning data, assessment results; AI clustering	Profile "science-oriented" vs. "social-oriented" based on performance patterns	Build individual learning trajectories; adjust programs	Reflects the dilemma "parental demand vs. child's benefit"	Learning style	Preference for video / audio / text; response to case studies, tests, lectures	Content-consumption analytics, surveys; AI classification of styles
If video time > 70 % and high achievement → <i>visual learner</i>	Adapt teaching methods and materials to preferred style	Fastercapital (2025)	Learning pace	Speed of module completion, time on tasks, retesting frequency	Platform logs; AI pace-detection algorithms	Threshold grouping A / B / C by learning speed

Segment Basis	Typical Behavioral Signals	Primary Data Sources (incl. AI)	Example Segmentation Rule	Service / Marketing Actions	Notes / Source Cues	Student interests
Differentiate deadlines; create “fast / slow” tracks and exam groups	Corresponds to the practice of “A-B-C classes”	Parent–student–management relationship	Parental motives: economic, religious-political, care-related; level of involvement	CRM records, interview notes, communication channels; AI tone analysis	Segments: <i>parent-driven, student-driven, values-driven, care-driven</i>	Tailor messages: transparent assessment, moral principles, “extended day program,” etc.
Consistent with interviews of school owners in the study						

Source: systematized by the authors

Each of these models was also tested with artificial intelligence:

- Segmentation of educational content based on the student's interests (mostly related to social activities, learning preferences, learning objectives or specialized courses). By analyzing students' interests, courses and activities can be designed in line with individual preferences (Fastercapital, 2025). (Fastercapital, 2025).
- Segmentation of educational content based on student ability (mostly based on cognitive ability in science and social distinction).
- Behavioral segmentation based on learning style (segmentation developed based on guidance services, such as learning by cases, learning by tests, learning by lectures). The most important benefit of behavioral segmentation is that it can identify different learning styles among students. Some students may be visual learners, while others may prefer auditory or kinesthetic learning. By understanding these preferences, educators can better tailor teaching methods and materials to the individual needs of each student (Fastercapital, 2025).
- Behavior segmentation based on learning pace (related to the creation of fast and slow pace in the creation of test and exam groups. Distinction into classes A-B-C)
- Segmentation of behavior based on the relationship between parents, students and management (more commonly used in groups with certain characteristics).

Discussion. The findings of this study reveal that the integration of artificial intelligence into behavioral segmentation has transformative potential for the marketing and management strategies of private educational institutions. Traditional segmentation models—demographic, geographic, or psychographic—fail to capture the complexity of parental decision-making and student diversity in contemporary educational markets. By contrast, behavioral segmentation supported by AI provides a dynamic and data-driven means of identifying how families interact with schools, what motivates their choices, and how these preferences evolve over time. This approach shifts the strategic focus from “who the customer is” to “what the customer does,” thereby allowing private institutions to align pedagogical and marketing practices with actual behavioral evidence rather than assumptions.

One of the key insights emerging from the interviews with school owners is that private education is a dual-stakeholder market, simultaneously serving students and parents with different yet interdependent expectations. Parents often act as both

financiers and decision-makers, and their behavior reflects emotional, social, and cultural factors that cannot be explained solely by income or status. AI-based analysis enables the identification of these nuanced patterns through digital footprints—application histories, communication preferences, payment behaviors, and feedback loops—allowing schools to create personalized value propositions. For example, while economically oriented parents respond to transparent pricing and career outcomes, values-driven families prioritize ethical and moral environments; both segments require different communication tones and service structures.

Moreover, the study highlights the pedagogical benefits of behavioral segmentation for learning personalization. The proposed model differentiates students according to interests, cognitive ability, learning style, and pace, enabling educators to adapt content, assessment, and mentoring accordingly. AI tools, through machine learning and learning-analytics dashboards, can process large sets of behavioral data to detect early indicators of disengagement or underperformance and recommend targeted interventions. Thus, behavioral segmentation not only enhances marketing precision but also improves the educational process itself, bridging the gap between academic personalization and institutional sustainability.

From a managerial perspective, the adoption of AI-driven behavioral segmentation strengthens decision-making and organizational agility. Schools can predict shifts in enrollment demand, identify attrition risks, and optimize resource allocation through continuous feedback from data systems. In addition, the segmentation of parent–student–management relationships creates new opportunities for relationship marketing and customer retention, fostering long-term loyalty. The use of CRM systems integrated with AI enables institutions to design proactive communication campaigns that anticipate rather than merely respond to stakeholder concerns. This aligns with global service-marketing trends, where predictive analytics and personalization have become core components of competitive differentiation.

However, the discussion must also consider the ethical and operational limitations of this transformation. The collection and interpretation of behavioral data in educational contexts involve sensitive personal information. Without appropriate governance, transparency, and consent protocols, AI-based segmentation could risk reinforcing biases or intruding on privacy. Ethical frameworks—similar to those developed in healthcare data management—should therefore be adapted to the education sector, ensuring that algorithms respect both child protection and data-minimization principles. Additionally, smaller institutions may lack the technical infrastructure or expertise to implement sophisticated AI solutions, which could widen the gap between elite and mid-tier schools. Capacity-building programs and shared technological platforms could mitigate this disparity.

Another dimension that emerged from the findings concerns cultural adaptation. Behavioral segmentation models developed in Western markets must be localized for countries like Turkey, where parental motivations are heavily influenced by social norms, religious values, and perceptions of educational prestige. AI systems trained on international datasets may misinterpret these contextual variables unless localized data and qualitative insights are incorporated into algorithm design. Hence, hybrid models

that combine human expertise and automated analysis are more appropriate for such environments.

Finally, this study contributes theoretically by demonstrating how the convergence of management science, marketing analytics, and educational theory can produce an interdisciplinary framework for institutional development. Practically, it offers a roadmap for private schools seeking to transition from intuition-based to evidence-based decision processes. AI-supported behavioral segmentation should be viewed not merely as a marketing technique but as an organizational learning mechanism—one that continuously refines understanding of stakeholder behaviors and feeds back into curriculum design, pricing policies, and communication strategies.

Conclusion. Behavioral segmentation enables personalized marketing activities based on the actual behavior of customers. Thanks to behavioral segmentation, the desired product reaches the consumer more easily and effectively, which increases customer loyalty and marketing efficiency. As in many other service sectors, AI-supported behavioral segmentation makes significant contributions to private education institutions. Education is a sector that requires highly customized services. An in-depth understanding of the expectations, attitudes and behaviors of parents and students will help improve service quality as well as competitiveness. In this sense, artificial intelligence-supported behavioral segmentation provides a technological contribution to the traditional method and enables more accurate behavioral analysis.

Thanks to AI-supported behavioral segmentation, students and parents can be more easily divided into behavior-based groups. This is because each parent has a purpose for choosing private education institutions, many of which are based on emotional grounds. As mentioned earlier, some may be cost-oriented, while others may be achievement-oriented or physical resource-oriented. Behavioral segmentation can bring clusters of individuals with these mindsets closer together on different grounds. However, in doing so, different messages are conveyed to each group.

In this study, we tried to find a solution to the question of how artificial intelligence-supported behavioral segmentation can be used by taking advantage of the expert opinions of a group of administrators and owners of the education sector. It is hoped that the model developed for this approach, which is a very new concept for Turkey, will guide the educational sciences sector in better understanding students and their parents at the intersection of the business/marketing/education triangle.

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