diffusion of innovations is a theory that seeks to explain how why and at what rate new ideas and technology spread. Everett Rogers, a professor of communication studies, popularized the theory in his book *Diffusion of Innovations*. The book was first published in 1962 and is now in its fifth edition (2003). Rogers argues that diffusion is the process by which an innovation is communicated.  

Introduction

The field of event studies reviewed by Getz (2012a, 2012b) depicts the expanding field of event management and the wider social science contribution to this interdisciplinary area of study. Heralded as a major success story in terms of its educational provision within higher education, its expansion of research activity and its contribution to tourism development within, Fig. 1 provides a typology of the main categories of planned events based primarily on their form—that is, obvious differences in their purpose and program. Some are for public celebration, this category includes so-called community festivals which typically contain a large variety in their programming and aim to foster civic pride and cohesion, while others are planned for purposes, market segmentation by Sunit Kumar Mishra.

Concept and definition

The concept of market segment is based on the fact that the market of commodities are not homogeneous but they are heterogeneous. Market segments are a group of customers having common characteristics but two customers are never common in their nature, habits, hobbies, income, and purchasing techniques. Introduction changes in financial system and economic conjuncture have affected the motives of the customers and have changed their needs in the financial markets.