

Paper –Marketing Management

Dr. James Hussain

Paper Code-MB-105,

Assistant Professor (Guest Faculty)

MBA, Sem-I

[Email.-mbajames123@gmail.com](mailto:mbajames123@gmail.com)

Topic- Psychographics & Behavioural Segmentation

Psychographics Segmentation

It is a way of dividing buyers into different groups based on their Lifestyle and Personality characteristics. People in the same demographic group can have different psycho graphic mark-ups. Lifestyle: Lifestyle relates to activities, interests and opinions. People's lifestyle affects what products they buy and what brands they prefer. As a result of it marketers are increasingly interested in the effect of consumer "lifestyles" on demand. There are many different lifestyle categorization systems, many of them designed by advertising and marketing agencies as a way of winning new marketing clients and campaigns.

Personality Characteristics: Marketers also use Personality variables to segment markets, Market segmentation based on Personality have been used for cosmetic products, cigarettes, insurance etc.

Behavioural Segmentation

Behavioural Segmentation divides customers into groups based on the way they respond to a product, knowledge, attitude, use or know of a product. Behavioural segments can group consumers in terms of

Occasions: Buyers can be grouped according to occasions where they can get the idea to buy, make purchase actually or use the purchased item. For example, cereals have traditionally been marketed as a breakfast-related product. Kellogg's have always encouraged consumers to eat breakfast cereals on the "occasion" of getting up. More recently, they have tried to extend the consumption of cereals by promoting the product as an ideal, anytime snack food.

Usage: Some markets can be segmented into light, medium and heavy user groups. Heavy users are often a small percentage of the market, but account for a high percentage of total buying. User Status: Markets can be segmented into groups of non-users, potential users, ex-users, first time

users, regular users of the product. Potential users and regular users require different types of marketing appeals.

Loyalty: Loyal consumers are those who buy one brand all the time or most of the time. They are the most valuable customers of the company. Many companies try to segment their markets into those where loyal customers can be found and retained compared with segments where customers rarely display any product loyalty. Buyers can be divided according to the degree of loyalty.

Benefits Sought: Benefit segmentation requires Marketers to understand and find the main benefits customers look for in a product. An excellent example is the toothpaste market where research has found four main "benefit segments" economic,