PSYCHOGRAPHICS: A REVIEW

by

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ABSTRACT

This paper is the result of an intensive investigation, and analysis of the literature on psychographics. The purpose of this investigation has been to provide an improved understanding of the foundations and applications of psychographics as they relate to marketing.

To this end three major aspects of psychographic literature have been considered: the theoretical foundations of psychographics, marketing applications of psychographics, and an evaluation of psychographic research.

The review of literature on the subject of psychographics has lead to a conclusion that the field is not without problems. In spite of certain apparent shortcomings, however, psychographic research has been successfully applied in the area of marketing strategy development, and in the area of consumer behaviour.

Improvements will be required particularly in the area of instrument design, and in the areas of reliability and validity of individual instrument items. Nevertheless, psychographic research promises to become a viable research tool.

This paper closes with an assessment of future developments of psychographics.
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CHAPTER I

INTRODUCTION

1. Subject Matter of the Thesis

Effective, profit directed management, demands an understanding of new developments in the marketing discipline for their effective application to marketing problems. The marketing discipline is now virtually flooded with new research developments and applications. As a result it is extremely difficult for the practising marketer or researcher to remain current in his knowledge of a particular research concept.

The purpose of this thesis is to compile and analyse recent material on psychographics in such a way as to allow the practising marketer, or other interested reader, a reasonably quick, sound and current overview of this subject.

To gain an understanding of new concepts one should always start by studying the available literature and research. In this way, unintentional duplication of research and ultimately a waste of research funds can be avoided.

In recent years the atmosphere surrounding market research activities has provided ideal grounds for a vast expansion of the field of psychographics. This is mainly because the existing tools for effective market segmentation have failed to do the job on many occasions. This expansion however, has left us with a discipline which appears to be a logical extension of demographics, yet difficult to understand because of a proliferation of overlapping concepts and theories. Furthermore, researchers in the field cannot seem to agree on the proper or potential uses of
psychographics, in spite of the fact that a whole portfolio of research and applications are now available. Moreover, it appears that psychographic research has not been firmly vested in a supporting theoretical framework, and thus the pioneering and recent work in this field is fragmented and without focus.

In order to simplify the process of literature orientation in the field of psychographic research, this thesis sets forward the following objectives:

a. Compile a bibliography of literature and research in the field of psychographics.
b. Review selected literature and research.
c. Conduct an analysis of trends in the field of psychographics.
d. Indicate, from the literature, what has been done in psychographics to date.
e. Summarize findings about strengths and weaknesses of psychographic research.
f. Provide the reader with a comprehensive overview of the concepts underlying psychographic research, applications of psychographic research, and criticisms of the subject matter.
g. Bring forward the writer's view of the subject matter.

2. Reasons for Writing the Thesis

The purpose of this thesis is to provide a comprehensive overview of psychographic theory and research practice and, in so doing, improve the understanding of psychographic research in marketing. Because it is difficult to find one's way through the extensive literature on
psychographics published over the last several years, this thesis tries to provide the reader with a comprehensive overview of psychographic research concepts, supported by a bibliography. The thesis should serve as a quick reference of psychographic research applications and methodology. It explains basic concepts underlying psychographics, its possible applications, as well as problems which should be anticipated in carrying out psychographic research.

3. Limitations of the Thesis

The thesis is not without limitations. It is physically impossible, given the time constraints, to carry out a comprehensive and exhaustive review of the literature on psychographics. For this reason, only selected publications of major research works, and other contributions to psychographics, are directly referenced in the thesis. In addition, not all publications deemed important for this thesis were available in time to be included in the analysis.

4. Organization and Outline of the Thesis

For the sake of greater clarity the thesis deals with the subject matter under four headings: 1) Psychographics and Related Concepts; 2) Applications of Psychographics; 3) Evaluation of Psychographics; and 4) Conclusions. (Chapters II - V respectively). An outline and discussion of the purpose of individual chapters follow.
a) Outline of Chapter II - Psychographics and Related Concepts

The main purpose of this chapter is to discuss the theoretical foundations of psychographics (Section 1), and to deal with some of the difficulties associated with defining its subject matter (Section 2).

The problem of defining psychographics is characterized by the fact that this discipline is fairly new in the marketing context, and that it is not sufficiently vested in a given theoretical framework. A score of researchers have made attempts to define the field with various degrees of success, none exhaustively. The lack of a concise definition of psychographics seems to be one of the most serious shortcomings of the discipline leaving researchers and marketers without a common ground for understanding of the field. As a result, the application of psychographic research techniques to marketing problems has been impaired by a lack of understanding of the field.

On the other hand, it seems that psychographic research could become a viable marketing research tool. This is particularly so in situations where traditional market segmentation failed to produce meaningful results, due to the dynamic character of market segments. For example, the lifestyle of different demographic groups in the market can be very far apart or overlapping, giving no explanation as to why consumers buy the same products. The same is true for discretionary income spending patterns. It is very difficult to predict consumer behaviour of the market segment earning, say $10-15,000, just because one consumer could be a heavy machinery operator and another an engineer - each enjoying a different life style.

In essence, psychographic research goes beyond traditional market
segmentation. In a psychographic approach to the market, it does not matter how much the particular groups of prospects earn, where they live, what their ages are, and so on; but the most important matter is what the buyers of a particular product have in common in the way they think and react, and why they purchase a particular product or brand.

It will be shown that the psychographic variables are drawn from at least three underlying concepts, one - personality traits concept variables, two - life style concept variables, and three - product benefits and attributes concept variables. These three concepts are seemingly incompatible, but all three are covered, in one way or another, by the term 'psychographics'.

b) Outline of Chapter III - Marketing Applications of Psychographics

The main purpose of this chapter is to deal with the applications of psychographics to marketing problems. Two major areas of psychographic applications are identified: the application of psychographics to marketing strategy development, and the application of psychographics to consumer behaviour. In particular, in the context of marketing strategy, the following applications of psychographics are discussed: market segmentation, advertising strategy development, product development, channels of distribution, and media selection. In the context of consumer behaviour, the application of psychographics to consumer behaviour analysis, and identifying of consumer profile are discussed.

In spite of the fact that psychographic research is relatively new, it has generated a score of results from which some generalizations for marketing decision making can be made. As Demby [3] points out, it
appears that there are two kinds of products, those which do and those which do not change a person's life style. Furthermore, he says that there are brand selection styles and that some consumers require fewer inputs of advertising. This has enabled advertisers to make media selections by measuring media not just for heavy users, but also for attitudes and behaviour that can be used to predict the changes - the propensity - of other parts of the audience to buy a specific product or brand.

The applications of psychographic concepts to marketing are by no means easy. Psychographic research requires complicated psychological tests, use of computer facilities, and highly trained personnel to analyse the results. For these, and other reasons, psychographics have not been used on a mass scale to date.

c) Outline of Chapter IV - Evaluation of Psychographics

The main purpose of this chapter is to encompass critical points of psychographic literature, and to evaluate positive and negative aspects of psychographic research. For these reasons, the chapter deals with the subject matter under the following sub-headings: Relevancy of Psychographics to Consumer Behaviour and Marketing; Reliability, Validity, and Measurement Problems; and Pros and Cons of Psychographics.

The criticisms of psychographic research are generally of the following character: psychographic research has to do with motivation research, and as such it is fully vulnerable to the reliability and validity of psychological tests. Psychological measurements are complicated, lengthy, require constraining assumptions, and yet they must be subjectively interpreted in spite of the use of computer assisted analysis.
In addition, the criticisms of psychographics are concerned with questions such as - are psychographics really accomplishing what they are said to be?, is psychographic research scientifically sound?, and are the methodologies and techniques employed in psychographic research really valid?

The more serious criticisms of psychographics come from writers who question the relevance of psychographic research to marketing decision problems. In particular, the question here is - can psychographic research help in motivating consumers to buy a particular product or brand? (Young [29]).

Finally, this chapter closes with a summary of pros and cons of psychographics.

d) Outline of Chapter V - Conclusions

The concluding chapter summarizes the main points discussed in the thesis. In addition, an attempt is made to estimate the future orientation of psychographic research.

Let us now turn to the discussion of psychographics and related concepts.
CHAPTER II

PSYCHOGRAPHICS AND RELATED CONCEPTS

The main purpose of this chapter is to explore the theoretical foundations of psychographics and to sort out some of the difficulties in defining psychographic research. For this reason, the chapter is divided into two sections:

1. Theoretical Foundations of Psychographics
2. Definitions of Psychographics

In the first section, it will be shown that psychographics can be seen only partly within a particular theoretical framework, namely that of the theory of personal constructs. It seems that the lack of a more solid theoretical base for psychographics leads to difficulties in defining the subject matter, and more seriously to a lack of proper orientation of the entire psychographic research field.

The second section of this chapter deals with the question of defining the psychographic research field. To this point in time, there has been considerable confusion about what psychographics is, or what it should represent. Some researchers feel that psychographics is research dealing with personality, others feel life style is the basic subject matter of psychographics, and yet others believe that product attributes (as perceived by the consumer) should be included as well. In this connection, it will be suggested that all three research concepts (personality, life style, product attributes) can be usefully included under the term psychographics.
The topics of theoretical foundations of psychographics, and definition of psychographics must be seen as interrelated. As a result it can be expected that the difficulty associated with the theoretical foundations of the subject matter will have a bearing on its definition.

Finally, the overriding purpose of the theoretical framework and definition of psychographics has to be seen in the light of the marketer's needs. Perhaps, some shortcomings in both might not be as important if it could be shown that psychographic research fulfills the marketer's desire to acquire more productive information about his market. In short, if it is to be of value psychographic research must provide better information than the available demographic approach to the market. The next chapter shows that psychographic research might have the potential of providing the marketer with better information for a more effective exploration of the market.

Let us now turn to the question of theoretical foundations of psychographics.

1. Theoretical Foundations of Psychographics

Apart from the work by Reynolds and Darden [21], not many published attempts dealing with the theoretical foundations of psychographics are available. In their work, Reynolds and Darden try to show that psychographics is actually vested in the theoretical framework of Kelly's [10] personal constructs. However, it seems that if this was the case, the entire field of psychographics would be much better understood today.

The following discussion briefly explains the major points of the theory of personal constructs. Then, the essence of deriving the foundations
of psychographics from the personal constructs is discussed. Finally, difficulties with psychographics as it relates to the theory of personal constructs are brought to the readers' attention.

In essence Kelly's [21, p. 75] theory of personal constructs is concerned with two major foci.

First ... it sets forth a description of the ways a person organises and structures his world, and

Second ... the theory concerned with the process by which an individual changes his conceptual structures of that world.

In order to explain the theory of human behaviour, Kelly sets forth a number of 'constructs' [21, p. 75]*. These constructs are then formulated into different corollaries, based on the notion of construction alternativism.

This means that:

... an individual does not respond to the 'real' situation (whatever 'real' might mean) but to a situation as he sees it. In turn his interpretation of the situation will be a function of his current construing system. Thus the prediction of human behaviour is primarily dependent on the degree to which construct systems can be theoretically and experimentally subsumed. [21].

Next, Kelly believes that an individual's cognitive process forms different corollaries for various life situations. As a result, an individual behaves in about the same way under similar conditions, perceives stimuli in the same way, and in general reacts to situations with the same

*People represent their worlds by creating constructs or patterns by which to construe the events happening in nature. Each person develops his own repertoir of constructs and uses them to interpret, conceptualize, and predict events. Different individuals construe the universe in different ways; hence the constructions of some individuals fit reality better than the constructions of others.
behaviour.

Because, the consumer's manifested life style and personality are of interest to marketers, we want to know how the life style and personality relate to the theory of personal constructs, and to what extent this theory can explain them.

a) Life Style

In order to explain the notion of life style, two of the corollaries are important; one, the organization corollary, and two, the communality corollary. Both are explained below:

(1) The organizational corollary states that:

Each person characteristically evolves, for his convenience in anticipating events, a construction system enforcing ordinal relationships between constructs [21, p. 87].

The person's life style can then be viewed as the construction system that he characteristically evolves for himself.

Since life style is considered to be the construction system, it is composed of construction sub-systems each of which are made up entirely of personal constructs [21, p. 83]

In practical terms, this means that the person's life style is composed of two aspects, one being the behaviour of an individual, and the second, his cognitive process. As a result we are never able to determine precisely what the individual's life style is, or what is the relationship between his life style and behaviour. This is indeed an unfortunate situation for the practising marketer, because the information he may have about an individual's life style and behaviour cannot be precisely related to his behaviour as a consumer.
In many cases the attempt to measure and explain the life style of an individual is done rather superficially. If a particular behaviour repeats itself, however, it is given a name and referred to as a particular style of life. Some of the labels created by researchers in the past [23] include hard working, outgoing, homebody, and others.

(2) The communality corollary states:

To the extent that one person employs a construction of experience which is similar to that employed by another, his processes are psychologically similar to those of the other person [21, p. 81].

This corollary tells us that in spite of the possibility of persons being exposed to different sets of stimuli, the resulting behaviour representing life style can be the same. The cognitive process by which such behaviour was generated, however, is entirely different. Furthermore, this fact leads us to an explanation of particular cultural life styles, resulting from 'aggregating' or 'communality' of life styles. However, "... communality of background does not guarantee that people will see things alike or behave alike" [21, p. 84].

For practical purposes then, we have to realise that at best we are looking only at a part of life style, and that the same life style does not necessarily result from identical stimuli.

b) Personality

Again, the theory and research associated with personality does not improve substantially the practitioner's understanding of the market. Furthermore, the practitioner cannot reasonably interpret the causal relationships between the consumer's life style, his behaviour, and forces
of marketing strategy with which the consumer is confronted.

Reynolds and Darden [21, p. 86] react to this situation in the following way:

We are interested in tapping the construction (behaviour building) system for those constructs and sub-systems relevant to consumer behaviour - the product related communicating, purchasing and consuming behaviours of persons. ... The other aspects of the person's life-style are irrelevant for our purpose. Indeed, any attempt to examine them in relation to the consumer relevant aspects of the system would tend to produce incompatible results. This, we believe, to be one of the main problems with the use of standardized clinical measures in many previous attempts to predict consumer behaviour. It is not that the measures are inaccurate per se, it is simply that such measures are subsuming irrelevant aspects of the construction system and hence are incompatible with consumer behaviour.

That raises the question of which behavioural construct should be used to explain the theoretical foundation of the personality aspect of psychographic research. There does not seem to be a clear answer to this problem to be found in Kelly's constructs. However, one subset of personality related constructs could possibly improve the understanding of the theoretical base for use of personality in consumer behaviour. In particular, this subset of personality is 'activity, interest and opinion' (AIO). This is, of course, possible to the extent the marketer can be reasonably sure that these variables are related to the consumer behaviour in question.

At this point there does not seem to be a solid theoretical foundation for incorporating personality into psychographic research. The only possible exception seems to be the variables related to AIO. The question of how well do the AIO correlate with particular sets of consumer behaviour will be discussed in Chapter III.
To summarize the discussion of life style and personality as they relate to personal constructs, we can see that neither is perfectly vested in this theoretical framework. For the marketer it means that consumer behaviour and life style must be seen and examined under given circumstances, and that is is almost impossible to predict what the consumer behaviour under given stimuli may be.

c) Product Benefits and Attributes

This segment of psychographic research has to do with product benefits or product attributes. This concept does not fit into the human behaviour theory developed by Kelly, unless the product attribute, or benefit, is seen as an attitude towards the product held by the customer. Once this transition of thought is carried out, the attitude toward the product falls into the sphere of personality, and the constructive corollary can be used to explain the consumer attitude. The construction corollary says that "a person anticipates events by construing their replications" [21, p. 76].

In this sense then, the attitude towards a product is a person's interpretation of the object or event, as well as the meaning which is attached to it. The attitude towards a product is not limited to the cognitive process, but can be clearly demonstrated by consumer behaviour - through purchasing or non-purchasing of the product.

To conclude this section, it seems that psychographic research can be only partly vested in Kelly's theory of personal behaviour. However, there are some weaknesses in the explanation of particular personal behavioural elements with respect to marketing relevancy. It has been
shown that we do not know, and are unable to determine, what precisely an individual's life style is and that identical life styles do not necessarily result from identical stimuli. The personality concept used in psychographic research is related to the theory of personal constructs only to the extent that the AIO is reasonably related to the consumer behaviour in question. Finally, it was shown that the product attribute concept does not relate to any theoretical framework.

The closing question then is; what are the implications of the findings about the theoretical base of psychographics for the practising marketer? No clear-cut answer is available at this stage. However, the marketer must be alert when using the psychographic concepts to abstract information from his market, because of the unexplained character of causal factors, particularly with respect to the consumer's personality and life style.

The next section in this chapter turns to the difficulties associated with the development of a workable definition of psychographics.

2. Definition of Psychographics

There seems to be some confusion and uncertainty about existing definitions of psychographics. The research community, and more importantly the practising marketer, cannot expect to find a clear-cut answer as to what can be expected from psychographics, how to regard it, or even how to use it in the marketing context. One of the reasons for the existing confusion lies in the number of definitions available to date, and in the variety of directions in which psychographic research has been going. According to Wells [26] there are more than thirty definitions
scattered throughout the literature. Furthermore, it seems, that none of these definitions states the precise nature of psychographics.

Certainly, any new research field is bound to be accompanied by initial difficulties associated with definitions and terminology. However, the practising community is naturally more hesitant to accept psychographics under these circumstances. To them, the purpose and application of such research must be clear. Any misconceptions about the subject may result in a waste of resources.

In the section that follows, several recent definitions of psychographics are analysed and compared. Some major aspects and directions of these definitions are brought to the reader's attention. In particular, apparent shortcomings and possible orientation with respect to marketing applications are given.

Finally, it appears that there are certain common concepts in a number of the definitions of psychographics. These concepts underlie the entire field of psychographics, namely: personality concepts, life style and product attributes. (These concepts were discussed in the previous section, in connection with the theoretical framework).

This section starts with a discussion of the definitions of psychographics as they evolved. In the latter part, psychographic variables and their use are discussed.

a) Definitions

The lack of understanding of the precise nature of psychographic research is well documented in the literature. Unfortunately, not even the most recent writings clear up this situation. The basis of
misunderstanding of psychographics is, according to Simmons [22] of
the following character:

... the first and foremost impression about psychographics is
that there is no general agreement as to just exactly what it is,
what are its major purposes and applications and what are the
technical and/or theoretical attributes that distinguish psycho­
graphics from other types of research.

Here we can see that at least a three-fold problem has been associated
with the field of psychographics; one the major purpose of psychographics;
two its applications; and three the distinction of psychographics from
other forms of marketing research. These are, of course, facts which
the practising marketer is the most interested in.

Recently published literature of psychographics brings forward
literally tens of definitions of psychographics. As can be expected, only
seldom can we find a definition which attempts to explain what psycho­
graphics is in an exhaustive, understandable and practical manner (i.e.
stating the precise nature of the thing*). As a result, the research
community and the practising marketer are left in an unfortunate state.

However, in spite of the unsatisfactory results of attempts to define
psychographic research, there are emerging trends in the definitions of
the field.

For example, Wells [26], using the existing definitions as a base,
developed an operational definition which at least tries to distinguish
between demographics and psychographics. According to Wells then,

Operationally psychographic research can be defined as quantitative
research intended to place consumers on psychological - as
distinguished from demographic - dimensions.

* Fowler, H.W. and F.Q. Fowler, eds., The Concise Oxford Dictionary of
In this definition at least three important aspects emerge.

1. Psychographic research is quantitatively oriented,

2. It is different from demographics, focusing on psychological dimensions,

3. The idea of psychological dimension needs further clarification.

Fortunately, Wells [25] has provided us with an explanation of the psychological variables employed:

One common element is the relative simplicity of the (psychological) variables employed. Some of the variables are personality traits, like sociability and self-confidence. Some are attitudes - towards child rearing, housekeeping, advertising, government, religion, morals, money and other familiar concerns. Some are interests - in sports, cooking, clothing, reading, art, music, political events. And some are opinions about the proper roles of males and females, about what is likely to happen in the future, about the importance of shopping carefully, or about the pros and cons of buying things on credit, investing in the stock market or moving to a new community.

However, even this lengthy explanation of psychographic variables used in psychographic research does not tell us yet what psychographic research is all about. The quantitative view of psychographic research frees the researcher's mind to use quantitative tools, as well as the methodologies of motivational research, such combinations have come to rely on large representative samples of respondents, and statistical analysis of the findings [25, p. 197].

In a search for a definition of psychographic research, it is useful to turn to the definition proposed by Nelson [14], who suggests that:

In its broadest sense, psychographics refers to any form of measurement or analysis of the consumer's mind which pinpoints how one thinks, feels, and reacts.

In essence, then, this definition has to do with the question of 'WHY' consumers buy the particular product, and not 'WHO' buys the
particular product, the latter one being the customary question behind demographic market segmentation.

To supplement his definition of psychographics, Nelson [14] goes on to explain psychographic research more specifically, and claims that psychographic research encompasses such factors as:

- the product benefits that consumers seek
- the image of brands, companies and media that they perceive
- the personality traits that they possess
- the opinions and values that they hold
- the mode of buying that they employ
- the unfulfilled psychological needs that they crave
- the leisure activities and interests that they pursue
- the sensitivity to ad messages that they reveal
- the new product adoption rate that they maintain
- the degree of communication of product information that they convey
- the satisfactions from products and media that they desire
- the concepts of potential products that they relate
- the information about 'existing' products that they specify
- the effect of the context in which ads are placed that are discerned
- the frame of mind during exposure to ad messages that they feel
- the degree of susceptibility to attitude change that they have

The broadening of the definition by Nelson into more specific aspects still does not help to adequately define psychographics. It can be seen from Nelson's definition that the term psychographics encompasses a wide range of concepts and research questions. For example, Nelson's list
of aspects of psychographics can be segmented into at least three distinct groups, each dealing with a single concept. Personality is the first concept which could be observed in such aspects as 'the opinions and values that they hold', 'the personality traits that they hold', and 'the unfulfilled psychological needs that they crave'. The second concept which can be traced from the aspects of psychographics listed by Nelson is that of life style. Obviously, 'the leisure activities and interests that they pursue', is a matter of life style. The third concept found in the aspects of psychographics is that of product attributes concept. 'The satisfaction from products and media that they desire', and 'the concepts of "potential" products that they relate' have to do with the concept of product attributes.

To this point we have been able to isolate one aspect meaningful to psychographics research, namely that psychographic research is a quantitative tool, using three basic concepts to carry out the research:
1. the personality concept,
2. the life style concept, and
3. the product attitude concept.

Before we proceed to explore what is available in the literature in the way of defining these concepts, it is useful to return for a while to the question of 'WHY' consumers buy a particular product.

Demby [3, p. 196] thinks about psychographics as a tool which:

Basically, ... is a way of segmenting the marketplace into meaningful and large enough segments so that a marketer can do the following:

1. Understand who is most apt to buy his product first - and WHY;
2. Understand what kind of advertising and packaging message is most likely to convince a consumer - and WHY;
3. Understand what media are most apt to efficiently and successfully deliver his message - and WHY;
4. Understand the problem of converting non-customers into customers;

5. Understand what messages are likely to convince the non-customer - and WHY;

6. Understand what media are most apt to efficiently and successfully deliver the marketer's message to eligible convertees - non-customers, who can be turned into customers - and WHY.

According to Demby [3] then, psychographics is a concept which has to do with market segmentation, identifying the buyer, creating advertising mix, media selection, problem of converting non-users, and possibly other aspects of marketing strategy. Thus, the scope of psychographics research reaches a wide variety of marketing content. Demby [3, p. 197] stresses this point by emphasising that "psychographics is ... a media selection tool -- but it is also much more". The implication here seems to be that psychographics research goes beyond demographics or traditional market segmentation research, and according to Demby [3, p. 196] "... gives numbers to common sense".

The only difference which can be observed between demographic and psychographic market segmentation is in the additional question asked under the psychographic concept, namely the question 'WHY'. 'Why a particular state exists', 'why do consumers purchase a brand' and other similar questions make the distinction between these two marketing tools. As can be expected, it is in no way easy to answer these questions and provide the marketer with useful explanations for them.

Young [29] defines psychographics as:

... research which makes use of consumers' attitudes in analysing such groups in the market ... psychographic analysis has and continues to include attitudes about the product category, about brands, as well as attitudes which reflect personality and attitudes about life style. The personality
and life style data, of course, are what's relatively new. It provides the content that captures the imagination of the researcher and marketer alike. It allows us to become voyeurs into the psyche of the consumer.

Young then, sees psychographics as a research tool dealing mainly with consumers' attitudes towards different aspects of marketing mix, with which the consumer is confronted. Such a view is distinctly different from previous writers and their definitions. The difference lies in the perception of the scope of psychographic research. The previous writers seemed to see psychographics as a tool which deals with market segmentation according to a set of personality traits, life style, and product attributes, whereas Young sees psychographics dealing with attitudes of customers reflecting their feelings, opinions, and interests.

It is interesting to note that none of the writers makes an attempt to provide us with a much needed linkage between psychographics research and benefits to be derived from it by practising marketers. Obviously, if psychographic research is to serve the practitioners, its contribution must be more tangible than mere academic exercise can provide.

Perhaps the closest attempt to provide the marketer with an understanding of how psychographic research could help in comprehending his market, can be found in one of the recent writings by Demby [2]*. In his view, psychographics can be defined in the following manner:

1. Generally, psychographics may be viewed as the practical application of the behavioural and social sciences to marketing research;

2. More specifically, psychographics is a quantitative research procedure that is indicated when demographic, socioeconomic and user/non-user analyses are not sufficient to explain and predict consumer behaviour;

* This is the most authoritative work on the subject of Psychographics this writer has seen.
3. Most specifically, psychographics seeks to describe the human characteristics of consumers that may have a bearing on their response to products, packaging, advertising and public relations efforts. Such variables may space the spectrum from self-concept and life style to attitudes, interests and opinions, as well as perceptions of product attributes [2, p. 13].

Evidently Demby's definition brings in several concepts which underlie psychographic research. In particular this definition brings in the concepts of motivational research behind psychographics, the aspect of quantitative research procedure, and the aspect of variables which could be employed in psychographic research, namely life style variables, self-concept or personality variables and product attribute variables.

However, according to Dorny [4, p. 200], a shadow of doubt about what psychographic research means comes from writers who claim that the term psychographics should be reserved to research variables which are "true mental" in nature. By implication then, the psychographic research should include only personality traits research, and the life style and product attributes variables should be given a separate name.

It seems that such a distinction would not really help to define and isolate psychographics any further, but on the other hand, if the term psychographics should include a variety of concepts, only general understanding of this fact could justify it.

Returning to Demby's definition above, it is possible, by isolating individual concepts used in psychographic research, to improve understanding of what psychographics are all about. He identifies the concepts used in psychographic research as follows:

1. personality traits, psychological, or self-concept variables,
2. life style variables, and
3. product attribute variables.
The discussion below elaborates on these concepts:

b) Psychographic Variables

(1) Psychological Variables

Psychological variables can play an important role in describing an individual customer. In essence, psychological variables are linked with lifestyle variables, the only difference is in the scope.

The personality and lifestyle variables can be measured with respect to individual consumers. However, for the purpose of understanding the total market for a particular product, the aggregate information is what the marketer needs.

Some psychological variables such as personality traits, attitudes toward child rearing, self confidence, conformity, susceptibility to persuasion and others, were mentioned previously. The most unfortunate thing about these variables and their use in psychographics is the fact that there appears to be little agreement by authority on what actually constitutes personality [5, p. 305]. While we do not agree exactly on what it is, measuring personality certainly creates difficulties. There are several instruments available to measure personality, but, as Demby [2, p. 24] points out,

The literature is lacking in reliable empirical evidence that standard personality tests actually measure what they purport to measure - at least, as the measurements may pertain to market segmentation and the purchase decision making process; (and)

In cases where standardized personality inventories have been applied to the marketing area, they have often not proven to be especially strong, in discriminating between groups.
Also, Koponen [2, p. 25] found in a study of a widely distributed consumer product (toilet tissue) that:

Information on the demographic and personality traits was little better than no information at all ...

Indeed, such a situation is very disappointing for the marketer. The unreliability of the personality traits suggests that the marketer needs a different set of variables with stronger discriminating characteristics; "variables that are more closely related to consumer behaviour under consideration ..." [2, p. 25].

(2) Life Style Variables

The life style concept constitutes the second major segment of research to which the term psychographics has been attached. The life style has been defined "as an individual's particular manner of living as reflected by all of his expenditures of time and money in both his particular pursuits and his active pleasures. It is the expression of all the factors which influence him: psychological, sociological, economic, cultural and physical" [1, p. 190].

Historically, the development and use of the life style concept is much older than the use of the personality traits concept. In one of the first writings on the subject of life style, Lazer [13] elaborates on this concept in the following way:

"Life style is a systems concept. It refers to the distinctive or characteristic mode of living, in its aggregate and broadest sense, of a whole society or segment thereof. It is concerned with those unique ingredients or qualities which describe the
style of some culture or group, and distinguish it from others. It embodies the patterns that develop and emerge from the dynamics of living in a society. Life style, therefore, is the result of such forces as culture, values, resources, symbols, license, and sanctions. From one perspective, the aggregate of consumer purchases, and the manner in which they are consumed, reflect a society's life style.

Life style will have no meaning to the marketer, unless it can be used to help sell the product. According to King [12], life style research is relevant to marketing "... in the areas of market delineation, purchase motivation, product adjustment, and market communication". This is, of course, intuitively obvious. It can be expected that no two consumers are alike, as far as their life style is concerned. For the marketer, however, it is important to isolate life style characteristic which would be sufficiently similar over a range of customers, so that this characteristic could form a segment.

In more specific terms, the marketer needs to know into what particular life style his product belongs, and what attitude the particular segment of customers holds towards the product. Wind [27] describes this relationship by activities, interests, opinions vs. leisure time, work time, and consumption, in a matrix (see Figure 1).

Using the matrix in Figure 1, the marketer can then assess his particular product's position with respect to the consumer's AIO and his time distribution.

When the marketer chooses to use life style variables to segment
FIGURE 1

RELATIONSHIPS BETWEEN ATTITUDE, INTERESTS AND OPINIONS, AND LIFE STYLE CATEGORIES [27]

<table>
<thead>
<tr>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active</td>
</tr>
<tr>
<td>Passive</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process</td>
</tr>
<tr>
<td>Product</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opinions*</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Leisure Time</th>
<th>Work</th>
<th>Consumption</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoors</td>
<td>Indoors</td>
<td>Housework</td>
</tr>
<tr>
<td>Self Social</td>
<td>Self Social</td>
<td>Self Social</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Active</th>
<th>L M L H</th>
<th>H L</th>
</tr>
</thead>
<tbody>
<tr>
<td>Passive</td>
<td>L</td>
<td>L L</td>
</tr>
<tr>
<td>Process</td>
<td>L H M L</td>
<td>L L</td>
</tr>
<tr>
<td>Product</td>
<td>M</td>
<td>H</td>
</tr>
<tr>
<td>Opinions</td>
<td>H L E H</td>
<td></td>
</tr>
</tbody>
</table>

L = Low M = Medium H = High E = Extremely High

* Wind [27] does not make the distinction between own and induced opinion. However, it seems that such distinction could be useful, particularly with respect to diffusion process.
his market, the most apparent difficulty is in selecting such life style
items which are directly correlated with the particular product.

(3) Product Attribute Variables

The product attribute variables are derived from the consumer's
perception of the product. A product will have meaning to the consumer
only to the extent that he is able and ready to attach certain attributes
to the product. This idea of segmenting the market by product attributes
is based on identifying a sufficiently large number of customers who
perceive the product in the same way.

It can be expected that there is a large number of attributes which
could be assigned to the product. Demby [2, p. 19] lists several
possible product attributes which fall in the following categories:

a. Price/value perception  
b. Taste  
c. Texture  
d. Quality  
e. Benefits  
f. Trust  

The most obvious difficulty with this type of description of product
attributes arises from attempts to measure them. All of the above
attributes can be measured only qualitatively, thus leaving a substantial
variance for interpretation. As a result, as observed by Haley [7]
"...the marketing implications of this analytical research tool are
limited only by the imagination of the person using the experimentation
a segmentation study provides".
To conclude, the discussion of definitions revealed that psychographic research is a market segmentation tool, using a quantitative approach to market data. The term psychographics encompasses the concepts of personality traits, life style, and product attributes. None of the definitions available seem to be exhaustive and practical; furthermore, none of the definitions takes into account the need for linking psychographic research with the ultimate goals of the user of such research - the marketer.

Unfortunately, to this point the market research community or the practising marketers have not provided us with a satisfactory definition of the field of psychographic research. Such a situation is bound to have a bearing on the acceptability of psychographics as a viable marketing tool, and it will have a bearing on any further explanation and exploration of the subject matter. Until there is a concise definition of psychographic research, it might be impossible to convince the marketers and researchers to accept psychographic research without serious reservations.

To this point we have to accept Reynolds and Darden's [21] observations that "... the rapid rise of psychographics to 'success', is littered with definitional debris".

3. Summary

This chapter dealt with the theoretical foundations and definitions of psychographics. An attempt was made to show that psychographic research is only partly vested in a particular theoretical framework. This in turn is not conducive to defining psychographic research.
However, it was shown that in spite of the shortcomings in the theoretical base of psychographics and a variety of definitions available, there is an emerging trend in the understanding of what psychographic research is all about. In general then, psychographics is a multi-variety quantitative marketing research tool, based on three underlying concepts - personality traits, life style, and product attributes or benefits. In this sense psychographic market research is distinct from demographic research which uses socioeconomic and demographic variables. Furthermore, the purpose of analysing psychographic data is to explain the underlying reasons for consumer behaviour, and purchasing decisions. Also, the difficulties associated with the definition of psychographic research can be attributed, at least partly, to the incomplete theoretical foundations on which psychographic research rests.

The next chapter turns to the marketing applications of psychographics. Some of the empirical evidence of psychographic research will be reviewed, however, the preceding discussion of the theoretical foundations of psychographics should be kept in mind.
CHAPTER III

MARKETING APPLICATIONS OF PSYCHOGRAPHICS

In spite of psychographics' theoretical difficulties (discussed in the previous chapter), psychographic research has been successfully applied to many marketing decision problems. The main areas of use have been marketing strategy development and consumer behaviour research.

The first part of this chapter reviews available psychographic research in the area of marketing strategy development. In particular, the following aspects are discussed:

1. Market Segmentation
2. Advertising Strategy Development
3. Product Development
4. Channels of Distribution Selection
5. Media Selection

The second part of this chapter concentrates on some research literature in the area of psychographics as it relates to consumer behaviour, in particular, the following aspects of the research are dealt with:

1. Consumer Behaviour Analysis
2. Identifying Consumer Profile

Potentially, the results of psychographic research in both major areas of interest could be of substantial value to marketers. Knowledge of consumer behaviour and understanding of the market through psychographic research could make the difference between a successful or unsuccessful marketing strategy. However, it has to be kept in mind that the present
state of psychographic research has not allowed the marketer to use its results without reservations. An attempt to point out the major weaknesses of the available research will be made in the next chapter.

A. Psychographics and Marketing Strategy

1. Market Segmentation

Meaningful segmentation of the target market has always been important in the development of marketing strategy. Unfortunately, a rapidly changing social structure, dynamic economic conditions, and an ever-increasing number of new services and products, have resulted in a situation where traditional (usually demographic) market segmentation often fails. It is believed by many marketing researchers that demographic market segmentation could be supplemented with the results of psychographic market segmentation. The reason for this belief arises from the fact that important demographic distinctions simply do not exist in many product and service categories.

The basic question then is, how can psychographics help to segment the market? The previous chapter discussed at least three important components of psychographics (personality traits, life style, product attributes). The answer to the question lies in the use of these components and their application to segmentation.

Ziff's [30] approach to this particular problem can be summarized by the following quote:

"It has been understood that to attract or motivate a particular group of consumers it is necessary to know how they think and what their values and attitudes are, as well
as who they are in terms of the traditional demographic variables of age, sex, income, etc."

To this we could add that the way the consumer spends his time (i.e. his life style) and what he expects from the product (good service, status, satisfaction) are equally important in the way market segments could be developed.

In the remaining part of this section we turn to research studies which attempt to segment the market by means of personality traits, life styles, and product attributes.

a) Segmentation based on personality traits or attitudes

Several interesting research studies are available in the area of personality market segmentation. Two of these studies are reviewed here, mainly because they are, in a sense, complementary, and because of their wide implications for practising marketers. The first study is by Ruth Ziff [30] and deals with segmentation of housewives. The second study is by The Newspaper Advertising Bureau (of New York) [20] and deals with the segmentation of the male population of New York.

In the Ziff study, leaving the analytical procedures aside, the main objectives were: (1) "to determine whether a core of attitudes or values could be identified that would have meaning over a large number of individual products within a similar class of products"; (2) "... to determine whether a core of attitudes or values could be identified that would cut across product classes" - that is, be meaningful for drugs, foods, personal, and household items. An underlying belief here was that a particular personality trait would influence the consumer's behaviour towards
various product classes, for example, if she is, say, self-indulgent this would reflect in an identifiable usage pattern of household as well as personal items. In turn, the self-indulgent housewife might possibly form a particular market segment which could become the focus of marketing strategy efforts.

In her study, Ziff collected data on housewives' personalities and product usage. This data was then factor analysed in order to acquire a pattern of segmentation, related to overall characteristics of housewives, and on individual product characteristics, or trait characteristics. In order to identify relationships between overall segment characteristics and individual products, individual products were cross-tabulated with the overall scores. Some of the findings are discussed below.

Using factor score analysis, Ziff was able to identify six segments or groups of housewives based on personality traits. A description of these segments follows:

1. **Outgoing Optimists** (about 35% of the sample) are outgoing, innovative, community-oriented, positive toward grooming, not bothered by delicate health or digestion problems or especially concerned about germs or cleanliness.

2. **Conscientious Vigilants** (about 28%) are conscientious, rigid, meticulous, germ-fighting with a high cleanliness orientation and sensible attitude about food. They have high cooking pride, a careful shopping orientation, tend not to be convenience-oriented.

3. **Apathetic Indifferents** (about 14%) are not outgoing, are uninvolved with family, irritable, have a negative grooming orientation, are lazy, especially in terms of cooking pride.
4. **Self-Indulgents** (about 13%) relaxed, permissive, unconcerned with health problems, interested in convenience items but with relatively high cooking pride, self-indulgent towards themselves and their families.

5. **Contented Cows** (about 8%) are relaxed, not worried, relatively unconcerned about germs and cleanliness, not innovative or outgoing, strongly economy-oriented, not self-indulgent.

6. **Worriers** (about 5%) are irritable, concerned about health, germs and cleanliness, negative about grooming and breakfast, but self-indulgent with a low economy and high convenience orientation.

Already the general description of housewife personality-based segments could serve as an input to marketing strategy development. However, when Ziff analysed product specific personality traits and related them to the housewife classifications above, it was found that the general segmentation of housewife market was not sufficient and revealing enough. There was no apparent product usage matching the identified individual segments. That is, people in all the segments used basically all the products in question and no apparent discrimination in usage was identified. This was particularly demonstrated by segmentation with respect to drug products.

Again, using factor score analysis on the same data, only the following four descriptions of the market segments with respect to drugs were identified:

1. **Realists** (35% of the sample) are not health fatalists, nor excessively concerned with protection or germs. They view remedies positively, want something that is convenient and works, and do not feel the need of a doctor-recommended medicine.
2. **Authority Seekers** (31%) are doctor- and prescription-oriented, are neither fatalists nor stoics concerning health, but they prefer the stamp of authority on what they do take.

3. **Sceptics** (23%) have a low health concern, are least likely to resort to medication, and are highly sceptical of cold remedies.

4. **Hypochondriacs** (11%) have high health concern, regard themselves as prone to any bug going around and tend to take medication at the first symptoms. They do not look for strength in what they take, but need some mild authority reassurance.

Interesting relationships can be observed when the total housewife segmentation is compared with the product related segmentation (see Table 1). It can be seen that the highest percentage of self-indulgent and worriers segment considers themselves realists. The highest percentage of authority seekers comes from the segments of vigilants. The sceptics group draws the highest percentage of housewives from contented cows, and hypochondriacs are drawn mainly from the worriers segment. Apart from the fact that these results are intuitively obvious, clear implications for the marketing strategy development are apparent, particularly in the area of product promotion. For example, the association of the worriers segment with hypochondriacs might be used to promote the drug product as mainly preventive medicine, etc.

Further light can be shed on the relationship of total segmentation of the housewife market and specific product usage (see Table 2). It can be observed that the worriers segment actually uses drug related products with higher rate than the other segments in most cases. This is consistent with the verbal description of this segment, and with the findings from
TABLE 1

RELATIONSHIP BETWEEN OVERALL AND DRUG SEGMENTATION GROUPS [30, p. 7]

<table>
<thead>
<tr>
<th>Drug Related Segmentation of Housewives</th>
<th>Overall Segmentation of Housewives</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Outgoing Optimists</td>
</tr>
<tr>
<td>Realists</td>
<td>37*</td>
</tr>
<tr>
<td>Authority Seekers</td>
<td>31</td>
</tr>
<tr>
<td>Sceptics</td>
<td>25</td>
</tr>
<tr>
<td>Hypochondriacs</td>
<td>7</td>
</tr>
</tbody>
</table>

*Reads: 37% of realists were outgoing optimists.
<table>
<thead>
<tr>
<th>Product Category</th>
<th>Out Opt. %</th>
<th>Vigilants %</th>
<th>Indiff. %</th>
<th>Self Ind. %</th>
<th>Cont. Cows %</th>
<th>Worriers %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upset Stomach Remedies</td>
<td>40*</td>
<td>49</td>
<td>48</td>
<td>45</td>
<td>32</td>
<td>65</td>
</tr>
<tr>
<td>Acid Indigestion/Heartburn Remedies</td>
<td>39</td>
<td>47</td>
<td>46</td>
<td>43</td>
<td>35</td>
<td>61</td>
</tr>
<tr>
<td>Hangover Remedies</td>
<td>25</td>
<td>21</td>
<td>26</td>
<td>22</td>
<td>12</td>
<td>35</td>
</tr>
<tr>
<td>Cold or Allergy Tablets</td>
<td>63</td>
<td>60</td>
<td>54</td>
<td>68</td>
<td>41</td>
<td>76</td>
</tr>
<tr>
<td>Nasal Sprays</td>
<td>28</td>
<td>29</td>
<td>28</td>
<td>26</td>
<td>26</td>
<td>44</td>
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<tr>
<td>Nose Drops</td>
<td>19</td>
<td>20</td>
<td>25</td>
<td>19</td>
<td>22</td>
<td>32</td>
</tr>
<tr>
<td>Nasal Inhalers</td>
<td>22</td>
<td>25</td>
<td>21</td>
<td>23</td>
<td>17</td>
<td>40</td>
</tr>
<tr>
<td>Liq. Cold Remedies</td>
<td>13</td>
<td>15</td>
<td>16</td>
<td>21</td>
<td>12</td>
<td>29</td>
</tr>
<tr>
<td>Cough Drops</td>
<td>67</td>
<td>79</td>
<td>69</td>
<td>72</td>
<td>65</td>
<td>78</td>
</tr>
<tr>
<td>Sore Throat Lozenges</td>
<td>54</td>
<td>49</td>
<td>48</td>
<td>54</td>
<td>44</td>
<td>55</td>
</tr>
<tr>
<td>Cough Syrup</td>
<td>51</td>
<td>55</td>
<td>53</td>
<td>58</td>
<td>47</td>
<td>55</td>
</tr>
<tr>
<td>Pain Reliever Tablets</td>
<td>88</td>
<td>86</td>
<td>87</td>
<td>91</td>
<td>81</td>
<td>85</td>
</tr>
</tbody>
</table>

* Reads: 40% of outgoing optimists use upset stomach remedies.
Table 1. Here, the worriers segment is virtually the strongest user of all kinds of drug products.

Finally, the same situation can be observed when drug product usage is compared with the four drug related segments (see Table 3). In this situation, the hypochondriacs segment is virtually the strongest in use of all kinds of remedies. As a result, the relationship between the worriers segment and the hypochondriacs segment is very strongly reaffirmed.

To conclude, in Ziff's housewife market segmentation, it seems that significant and judgementally meaningful differences in product usage levels were found both on the basis of the overall segmentation classification and the individual product classifications. Furthermore, according to Ziff, a core of attitudes/needs/values can be used to provide the basis for a meaningful segmentation for a number of individual products - in a broad class of products. This conclusion stems from the findings that segmentation based on a single set of drug-related statements was found to be relevant for a number of drug products. The second finding is that a core of attitudes can be used to provide segments that have meaning not only within a class of products, but that are relevant in different classes of products.

The findings of Ziff are in a way encouraging, however, their operationalization brings about difficulties which will be discussed in the next chapter.

To this point, housewife personality related market segmentation has been discussed. The following section deals with male population personality related segmentation, as reported by The Newspaper Advertising Bureau of New York.
<table>
<thead>
<tr>
<th>Product Type</th>
<th>Realists</th>
<th>Authority Seekers</th>
<th>Skeptics</th>
<th>Hypochondriacs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Upset Stomach Remedies</td>
<td>49*</td>
<td>43</td>
<td>32</td>
<td>59</td>
</tr>
<tr>
<td>Acid Indigestion/Heartburn Remedies</td>
<td>46</td>
<td>45</td>
<td>35</td>
<td>50</td>
</tr>
<tr>
<td>Hangover Remedies</td>
<td>27</td>
<td>21</td>
<td>17</td>
<td>31</td>
</tr>
<tr>
<td>Cold or Allergy Tablets</td>
<td>74</td>
<td>57</td>
<td>41</td>
<td>72</td>
</tr>
<tr>
<td>Nasal Sprays</td>
<td>33</td>
<td>27</td>
<td>21</td>
<td>38</td>
</tr>
<tr>
<td>Nasal Inhalers</td>
<td>26</td>
<td>23</td>
<td>17</td>
<td>31</td>
</tr>
<tr>
<td>Liq. Cold Remedies</td>
<td>17</td>
<td>16</td>
<td>11</td>
<td>21</td>
</tr>
<tr>
<td>Cough Drops</td>
<td>71</td>
<td>71</td>
<td>58</td>
<td>76</td>
</tr>
<tr>
<td>Sore Throat Lozenges</td>
<td>53</td>
<td>56</td>
<td>37</td>
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</tr>
<tr>
<td>Pain Reliever Tablets</td>
<td>90</td>
<td>88</td>
<td>77</td>
<td>95</td>
</tr>
</tbody>
</table>

* Reads: 49% of realists use upset stomach remedies
Again, leaving aside research methodology, and analytical procedures, we can turn to findings about general segmentation of the male market. In this study, eight psychographic segments were developed and verbally described. (Note: there were six overall segments of housewives described in the previous study). Description of each segment (group) follows [20]:

**Group I. "The Quiet Family Man" (8% of total males)**

He is a self-sufficient man who wants to be left alone and is basically shy. Tries to be as little involved with community life as possible. His life revolves around the family, simple work and television viewing. Has a marked fantasy life. As a shopper he is practical, less drawn to consumer goods and pleasures than other men.

Low education and low economic status, he tends to be older than average.

**Group II. "The Traditionalist" (16% of total males)**

A man who feels secure, has self-esteem, follows conventional rules. He is proper and respectable, regards himself as altruistic and interested in the welfare of others. As a shopper he is conservative, likes popular brands and well-known manufacturers.

Low education and low or middle socioeconomic status; the oldest age group.

**Group III. "The Discontented Man" (13% of total males)**

He is a man who is likely to be dissatisfied with his work. He feels bypassed by life, dreams of better jobs, more money and more security. He tends to be distrustful and socially aloof. As a buyer he is quite price conscious.
Lowest education and lowest socioeconomic group, mostly older than average.

Group IV. "The Ethical Highbrow" (14% of total males)

This is a very concerned man, sensitive to people's needs. Basically a puritan, content with family life, friends and work. Interested in culture, religion and social reform. As a consumer he is interested in quality, which may at times justify greater expenditure.

Well educated, middle or upper socioeconomic status, mainly middle aged or older.

Group V. "The Pleasure Oriented Man" (9% of total males)

He tends to emphasize his masculinity and rejects whatever appears to be soft or feminine. He views himself as a leader among men. Self-centered dislikes his work or job. Seeks immediate gratification for his needs. He is an impulsive buyer, likely to buy products with a masculine image.

Low education, lower socioeconomic class, middle aged or younger.

Group VI. "The Achiever" (11% of total males)

This is likely to be a hardworking man, dedicated to success and all that it implies, social prestige, power and money. Is in favour of diversity, is adventurous about leisure time pursuits. Is stylish, likes good food, music, etc. As a consumer he is status conscious, a thoughtful and discriminating buyer.

Good education, high socioeconomic status, young.

Group VII. "The He-Man" (19% of total males)

He is gregarious, likes action, seeks an exciting and dramatic life. Thinks of himself as capable and dominant. Tends to be more of a bachelor
than a family man, even after marriage. Products he buys and brands preferred are likely to have "self-expressive value", especially a "Man of Action" dimension.

Well educated, mainly middle socioeconomic status, the youngest of the male groups.

Group VIII. "The Sophisticated Man" (10% of total males)

He is likely to be an intellectual, concerned about social issues, admires men with artistic and intellectual achievements. Socially cosmopolitan, broad interests. Wants to be dominant, and a leader. As a consumer he is attracted to the unique and fashionable.

Best educated and highest economic status of all groups, younger than average.

As in the case of housewife personality segmentation, the male market segmentation could suggest various applications for marketing strategy development. However, none of the market segments described seem to be sufficiently large to warrant development of specific strategy because of its absolute size. Perhaps better results can be achieved when the male psychographic segments are compared with specific product and media usage. From Table 4 it can be observed, for example, that a relatively high percentage of men in each segment drink beer, such a finding leaves some doubt about a need to segment the male market as far as this product is concerned - i.e. in terms of users and non-users (other segmentation is no doubt possible). A different picture can be observed with respect to cigarette smoking - here segmentation by smokers - non-smokers might be meaningful because the level of cigarette smoking in each male segment.
TABLE 4

PRODUCT AND MEDIA USE BY MALE PSYCHOGRAPHIC SEGMENTS [20 ]

<table>
<thead>
<tr>
<th>Psychographic group&lt;sup&gt;a&lt;/sup&gt; percentages</th>
<th>I</th>
<th>II</th>
<th>III</th>
<th>IV</th>
<th>V</th>
<th>VI</th>
<th>VII</th>
<th>VIII</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drink Beer</td>
<td>45*</td>
<td>56</td>
<td>57</td>
<td>51</td>
<td>75</td>
<td>59</td>
<td>80</td>
<td>72</td>
</tr>
<tr>
<td>Smoke Cigarettes</td>
<td>32</td>
<td>40</td>
<td>40</td>
<td>29</td>
<td>54</td>
<td>42</td>
<td>51</td>
<td>38</td>
</tr>
<tr>
<td>Air Travel Outside U.S.</td>
<td>4</td>
<td>4</td>
<td>6</td>
<td>7</td>
<td>5</td>
<td>8</td>
<td>12</td>
<td>19</td>
</tr>
<tr>
<td>Air Travel, Domestic</td>
<td>14</td>
<td>15</td>
<td>14</td>
<td>26</td>
<td>19</td>
<td>32</td>
<td>20</td>
<td>42</td>
</tr>
<tr>
<td>Use Brand X Deodorant</td>
<td>7</td>
<td>7</td>
<td>6</td>
<td>8</td>
<td>14</td>
<td>10</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Used Headache Remedy in Past Four Weeks</td>
<td>53</td>
<td>60</td>
<td>66</td>
<td>61</td>
<td>61</td>
<td>64</td>
<td>65</td>
<td>67</td>
</tr>
<tr>
<td>Read current issue of:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Playboy</td>
<td>8</td>
<td>11</td>
<td>8</td>
<td>13</td>
<td>25</td>
<td>27</td>
<td>36</td>
<td>30</td>
</tr>
<tr>
<td>National Geographic</td>
<td>21</td>
<td>13</td>
<td>11</td>
<td>30</td>
<td>13</td>
<td>28</td>
<td>16</td>
<td>27</td>
</tr>
<tr>
<td>Time</td>
<td>17</td>
<td>8</td>
<td>7</td>
<td>16</td>
<td>9</td>
<td>26</td>
<td>17</td>
<td>29</td>
</tr>
<tr>
<td>Newsweek</td>
<td>17</td>
<td>14</td>
<td>8</td>
<td>20</td>
<td>11</td>
<td>18</td>
<td>13</td>
<td>22</td>
</tr>
<tr>
<td>Field and Stream</td>
<td>10</td>
<td>12</td>
<td>14</td>
<td>8</td>
<td>12</td>
<td>9</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>Popular Mechanics</td>
<td>11</td>
<td>6</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>9</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Viewed in past week:</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sanford &amp; Son</td>
<td>32</td>
<td>35</td>
<td>29</td>
<td>19</td>
<td>26</td>
<td>25</td>
<td>27</td>
<td>23</td>
</tr>
<tr>
<td>Sonny &amp; Cher</td>
<td>17</td>
<td>24</td>
<td>22</td>
<td>19</td>
<td>14</td>
<td>24</td>
<td>30</td>
<td>22</td>
</tr>
<tr>
<td>Marcus Welby</td>
<td>26</td>
<td>25</td>
<td>26</td>
<td>23</td>
<td>20</td>
<td>16</td>
<td>20</td>
<td>18</td>
</tr>
<tr>
<td>Rowan &amp; Martin</td>
<td>21</td>
<td>23</td>
<td>17</td>
<td>15</td>
<td>22</td>
<td>20</td>
<td>23</td>
<td>21</td>
</tr>
<tr>
<td>New Dick Van Dyke</td>
<td>19</td>
<td>15</td>
<td>16</td>
<td>13</td>
<td>11</td>
<td>8</td>
<td>10</td>
<td>12</td>
</tr>
</tbody>
</table>

<sup>a</sup>Groups or segments are described in the text

* Reads: 45% of the quiet family men drink beer
varies. Similar conclusions could be reached with respect to other products and media usage.

To conclude this section, two approaches to personality traits market segmentation were discussed. The first study dealt with housewife personality based segmentation, the second study dealt with segmentation in the male population. Some general conclusions were mentioned, in particular, the housewife market segmentation produced meaningful differences in product usage levels, on the basis of the overall segmentation classification, as well as on the basis of individual product classifications. These results were demonstrated on the worrier-hypochondriac market segments. However, the results of male population segmentation do not provide such a clear cut example, mainly because of the absolute size of each segment.

In the next section we turn to life style segmentation applications.

b) Life style segmentation

Life style segmentation is now a relatively widely used marketing tool. It is, however, almost impossible to select one or more life style studies which could be considered representative of the subject matter. This is because the life style studies do not follow a unique pattern and substantial differences can be observed among them. For the purpose of our discussion we first turn to a general description of life style segmentation and then to an analysis of some research findings in the area.

The first practical question put to life style research often is, "what are the variables or dimensions that can help to segment and understand the market?" Some of these variables are listed in Table 5, in
<table>
<thead>
<tr>
<th>ACTIVITIES</th>
<th>INTERESTS</th>
<th>OPINIONS</th>
<th>DEMOGRAPHICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Work</td>
<td>Family</td>
<td>Themselves</td>
<td>Age</td>
</tr>
<tr>
<td>Hobbies</td>
<td>Home</td>
<td>Social Issues</td>
<td>Education</td>
</tr>
<tr>
<td>Social events</td>
<td>Job</td>
<td>Politics</td>
<td>Income</td>
</tr>
<tr>
<td>Vacation</td>
<td>Community</td>
<td>Business</td>
<td>Occupation</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Recreation</td>
<td>Economics</td>
<td>Family size</td>
</tr>
<tr>
<td>Club membership</td>
<td>Fashion</td>
<td>Education</td>
<td>Dwelling</td>
</tr>
<tr>
<td>Community</td>
<td>Food</td>
<td>Products</td>
<td>Geography</td>
</tr>
<tr>
<td>Shopping</td>
<td>Media</td>
<td>Future</td>
<td>City size</td>
</tr>
<tr>
<td>Sports</td>
<td>Achievements</td>
<td>Culture</td>
<td>Stage in life cycle</td>
</tr>
</tbody>
</table>
addition to typical demographic variables. As can be observed, these variables are listed in three groups, activities, interests, opinions (AIO). These three basic groups of variables provide a broad, everyday view of consumers. According to Plummer [19], when these variables are "combined with the theory of typologies and clustering methods, life style segmentation can generate identifiable whole persons rather than isolated fragments. Life style segmentation begins with people instead of products and classifies them into different life style types, each characterized by a unique style of living based on a wide range of activities, interests, and opinions".

The process of life style segmentation in itself is a complicated issue, and requires substantial research. The basic steps which should be covered are explained by Plummer [19].

1. Determine which of the life style segments are best from the standpoint of efficiently producing the greatest number of customers for a brand.

2. Examine the usage of the product in the category (or segment).

3. Examine the frequency of usage of the category, that is, who are the heavy users, the moderate users, and light users.

4. Determine brand usage and brand share.

5. Determine product attitudes and wage patterns.

Having performed analysis through these steps, the selected life style segment(s) should have a set of ideal properties, such as high product penetration, high proportion of heavy users, possibility of increasing the volume in the segment, and favourable brand attributes.
Furthermore, the segment must be sufficiently discriminated from other segments, and it must possess other desirable properties of usable market segment.

The next step in the life style segmentation analysis is to verbally explain each segment in everyday understandable words, while keeping in mind the question of 'why'. (This aspect of psychographics was discussed in the previous chapter).

In reality it is possible that more than one segment will have to be considered as the target market, either because of the closeness of the segments or because it would be uneconomical to develop marketing strategy for each segment separately.

One of the more interesting life style segmentation studies was performed by Plummer [18] with respect to bank credit card usage. In essence, Plummer attempted to "indicate the difference between heavy users, and light or non-users" of credit cards (product) in terms of life style variables (how they spend their time, their interests, their opinions, where they stand on important issues, etc.). Plummer analysed male and female segments of the sample separately, because apparently it was felt that different motivational factors might be present in each group with respect to credit card usage.

Results of the study show that the male bank credit card user leads "an active, urbane, and upper socioeconomic style of life congruent with their higher income, position and education". A comparison of male credit card users and non-users is given in Table 6. A verbal description of a male credit card user can be: "He is a young businessman on the rise, arriving at his suburban home from the office, and having a cocktail,
### TABLE 6

CROSS-TABULATION RESULTS OF AIO AGREEMENT WITH MALE BANK CHARGE CARD USERS [18]

<table>
<thead>
<tr>
<th>Statement</th>
<th>Card Users</th>
<th>Noncard Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>General</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td>Agreement</td>
<td>Agreement</td>
</tr>
<tr>
<td>I enjoy going to concerts</td>
<td>25%</td>
<td>17%</td>
</tr>
<tr>
<td>A woman's place is in the home</td>
<td>27</td>
<td>41</td>
</tr>
<tr>
<td>In my job I tell people what to do</td>
<td>53</td>
<td>21</td>
</tr>
<tr>
<td>I am a good cook</td>
<td>36</td>
<td>26</td>
</tr>
<tr>
<td>My greatest achievements are ahead of me</td>
<td>56</td>
<td>42</td>
</tr>
<tr>
<td>I buy many things with a charge or credit card</td>
<td>39</td>
<td>22</td>
</tr>
<tr>
<td>We will probably move once in the next five years</td>
<td>46</td>
<td>37</td>
</tr>
<tr>
<td>Five years from now the family income will probably be a lot higher than it is now</td>
<td>71</td>
<td>60</td>
</tr>
<tr>
<td>Good grooming is a sign of self-respect</td>
<td>52</td>
<td>71</td>
</tr>
<tr>
<td>There is too much advertising on TV today</td>
<td>59</td>
<td>70</td>
</tr>
<tr>
<td>Women wear too much make up today</td>
<td>43</td>
<td>51</td>
</tr>
<tr>
<td>My job requires a lot of selling ability</td>
<td>51</td>
<td>37</td>
</tr>
<tr>
<td>I like to pay cash for everything I buy</td>
<td>26</td>
<td>67</td>
</tr>
<tr>
<td>Television is a primary source of our entertainment</td>
<td>25</td>
<td>40</td>
</tr>
<tr>
<td>Investing in the stock market is too risky for most families</td>
<td>47</td>
<td>56</td>
</tr>
<tr>
<td>To buy anything other than a house or a car on credit is unwise</td>
<td>29</td>
<td>47</td>
</tr>
<tr>
<td>Young people have too many privileges today</td>
<td>52</td>
<td>64</td>
</tr>
<tr>
<td>I love the outdoors</td>
<td>54</td>
<td>76</td>
</tr>
<tr>
<td>There is too much emphasis on sex today</td>
<td>52</td>
<td>64</td>
</tr>
<tr>
<td>There are day people and there are night people; I am a day person</td>
<td>58</td>
<td>69</td>
</tr>
<tr>
<td>I expect to be a top executive in the next ten years</td>
<td>44</td>
<td>27</td>
</tr>
<tr>
<td>I am or have been president of a society or club</td>
<td>51</td>
<td>36</td>
</tr>
<tr>
<td>I would like to have my boss' job</td>
<td>42</td>
<td>33</td>
</tr>
<tr>
<td>A party wouldn't be a party without liquor</td>
<td>29</td>
<td>17</td>
</tr>
<tr>
<td>I would rather live in or near a big city than in or near a small town</td>
<td>46</td>
<td>34</td>
</tr>
<tr>
<td>I often bet money at the races</td>
<td>18</td>
<td>8</td>
</tr>
<tr>
<td>I like to think I'm a bit of a swinger</td>
<td>38</td>
<td>26</td>
</tr>
<tr>
<td>I stay home most evenings</td>
<td>62</td>
<td>71</td>
</tr>
<tr>
<td>Advertising can't sell me anything I don't want</td>
<td>55</td>
<td>68</td>
</tr>
<tr>
<td>I often have a cocktail before dinner</td>
<td>36</td>
<td>20</td>
</tr>
<tr>
<td>I like ballet</td>
<td>26</td>
<td>16</td>
</tr>
<tr>
<td>When I must choose between the two, I usually dress for fashion not comfort</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>Liquor is a curse on American life</td>
<td>34</td>
<td>49</td>
</tr>
<tr>
<td>Movies should be censored</td>
<td>41</td>
<td>57</td>
</tr>
<tr>
<td>I read one or more business magazines regularly</td>
<td>34</td>
<td>18</td>
</tr>
<tr>
<td>I am active in two or more service organizations</td>
<td>28</td>
<td>17</td>
</tr>
<tr>
<td>I do more things socially than most of my friends</td>
<td>19</td>
<td>10</td>
</tr>
<tr>
<td>We often serve wine with dinner</td>
<td>30</td>
<td>16</td>
</tr>
</tbody>
</table>

Continued ....
TABLE 6 continued ....

<table>
<thead>
<tr>
<th>Statement</th>
<th>Card Users</th>
<th>Noncard Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Definite &amp;</td>
<td>Definite &amp;</td>
</tr>
<tr>
<td></td>
<td>General</td>
<td>General</td>
</tr>
<tr>
<td>I buy at least three suits a year</td>
<td>25</td>
<td>11</td>
</tr>
<tr>
<td>Playboy is one of my favourite magazines</td>
<td>25</td>
<td>16</td>
</tr>
<tr>
<td>I spend too much time talking on the telephone</td>
<td>31</td>
<td>17</td>
</tr>
<tr>
<td>It is good to have charge accounts</td>
<td>33</td>
<td>21</td>
</tr>
<tr>
<td>Hippies should be drafted</td>
<td>48</td>
<td>61</td>
</tr>
<tr>
<td>When I think of bad health, I think of doctor bills</td>
<td>31</td>
<td>46</td>
</tr>
<tr>
<td>My days seem to follow a definite routine</td>
<td>47</td>
<td>58</td>
</tr>
</tbody>
</table>

NOTE: All differences are significant above the .05 level based on Chi-square tests of significance.
settling down to a nice meal, and then going off to various activities" [18]. One more important life style discussion found by this study was the fact that the male credit card user belongs to several organizations, and he considers reading a source of information and entertainment.

The female credit card user "leads an active, upper socioeconomic style of life, belongs to social organizations and is concerned about her appearance". The verbal description of female credit card user could be as follows: "She is involved and active, fantasy-oriented, would want to travel, likes luxury items, has a desire for self-aspiration, and has very specific cultural interests" [18]. For some statements comparing female credit card users, see Table 7.

In Plummer's life style study, several aspects emerge which have implications for marketing strategy development re. credit card usage. Potential credit card users can be expected to be the higher income, better educated, middle-aged, and professional group. The life style portrait of credit card users indicates an active, upper socioeconomic, urban-suburban life style with many interests outside the home. Both the male and female users indicate a convenience-orientation toward credit cards as a satisfactory cash substitute [18].

To conclude, in this section we discussed the theoretical approach to life style segmentation, and then, a study of credit card usage was briefly examined. It was shown that life style variables could be used to meaningfully segment the market. However, there are operational problems with life style segmentation, and these will be discussed in the next chapter.

We turn now to the third main variety of psychographic segmentation, namely, product benefit segmentation (also called product attribute segmentation).
TABLE 7
CROSS-TABULATION RESULTS OF AIO AGREEMENT WITH FEMALE BANK CHARGE CARD USERS [18]

<table>
<thead>
<tr>
<th>Statement</th>
<th>Card Users</th>
<th>Noncard Users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Definite &amp;</td>
<td>General</td>
</tr>
<tr>
<td></td>
<td>Agreement</td>
<td>Agreement</td>
</tr>
<tr>
<td>I enjoy going to concerts</td>
<td>41%</td>
<td>32%</td>
</tr>
<tr>
<td>The next car our family buys will probably be a station wagon</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>I usually have my dresses altered to the latest hemline levels</td>
<td>52</td>
<td>39</td>
</tr>
<tr>
<td>There should be a gun in every home</td>
<td>13</td>
<td>27</td>
</tr>
<tr>
<td>I buy many things with a credit or charge card</td>
<td>64</td>
<td>28</td>
</tr>
<tr>
<td>If I had my way, I would own a convertible</td>
<td>17</td>
<td>7</td>
</tr>
<tr>
<td>I would like to own and fly my own airplane</td>
<td>17</td>
<td>10</td>
</tr>
<tr>
<td>I would like to be a fashion model</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>I would like to take a trip around the world</td>
<td>70</td>
<td>57</td>
</tr>
<tr>
<td>I enjoy going through an art gallery</td>
<td>51</td>
<td>42</td>
</tr>
<tr>
<td>I like to pay cash for everything I buy</td>
<td>33</td>
<td>64</td>
</tr>
<tr>
<td>I bowl, play tennis, golf or other active sports quite often</td>
<td>28</td>
<td>14</td>
</tr>
<tr>
<td>I would like to be an actress</td>
<td>16</td>
<td>6</td>
</tr>
<tr>
<td>I have more than ten pairs of shoes</td>
<td>47</td>
<td>37</td>
</tr>
<tr>
<td>To buy anything other than a house or car on credit is unwise</td>
<td>21</td>
<td>36</td>
</tr>
<tr>
<td>Our family travels quite a lot</td>
<td>44</td>
<td>29</td>
</tr>
<tr>
<td>I belong to one or more clubs</td>
<td>55</td>
<td>41</td>
</tr>
<tr>
<td>I must admit I don't like household chores</td>
<td>40</td>
<td>32</td>
</tr>
<tr>
<td>I like to play bridge</td>
<td>29</td>
<td>16</td>
</tr>
<tr>
<td>I like to be considered a leader</td>
<td>33</td>
<td>22</td>
</tr>
<tr>
<td>I'd like to spend a year in London or Paris</td>
<td>40</td>
<td>28</td>
</tr>
<tr>
<td>I would rather spend a quiet evening at home than go out to a party</td>
<td>31</td>
<td>45</td>
</tr>
<tr>
<td>I would like to know how to sew like an expert</td>
<td>68</td>
<td>77</td>
</tr>
<tr>
<td>I would rather live in or near a big city than in or near a small town</td>
<td>47</td>
<td>28</td>
</tr>
<tr>
<td>I sometimes bet money at the races</td>
<td>16</td>
<td>5</td>
</tr>
<tr>
<td>I like to think I am a bit of a swinger</td>
<td>24</td>
<td>11</td>
</tr>
<tr>
<td>I am a homebody</td>
<td>44</td>
<td>58</td>
</tr>
<tr>
<td>I stay at home most evenings</td>
<td>63</td>
<td>73</td>
</tr>
<tr>
<td>I often have a cocktail before dinner</td>
<td>21</td>
<td>9</td>
</tr>
<tr>
<td>I like ballet</td>
<td>27</td>
<td>18</td>
</tr>
<tr>
<td>I like danger</td>
<td>13</td>
<td>3</td>
</tr>
<tr>
<td>I do volunteer work for a hospital or service organization on a fairly regular basis</td>
<td>27</td>
<td>11</td>
</tr>
<tr>
<td>I am an active member of more than one service organization</td>
<td>26</td>
<td>16</td>
</tr>
</tbody>
</table>

Continued ....
<table>
<thead>
<tr>
<th>Statement</th>
<th>Card Users Definite &amp; General Agreement</th>
<th>Noncard Users Definite &amp; General Agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>I enjoy most forms of housework</td>
<td>36</td>
<td>47</td>
</tr>
<tr>
<td>I do more things socially than most of my</td>
<td>23</td>
<td>11</td>
</tr>
<tr>
<td>friends</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clothes should be dried in the fresh air and</td>
<td>26</td>
<td>37</td>
</tr>
<tr>
<td>sunshine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Movies should be censored</td>
<td>55</td>
<td>65</td>
</tr>
<tr>
<td>I would like a maid to do the housework</td>
<td>41</td>
<td>27</td>
</tr>
<tr>
<td>It is good to have charge accounts</td>
<td>62</td>
<td>41</td>
</tr>
</tbody>
</table>

NOTE: All differences are significant above the .05 level based on Chi-square tests of significance
c) **Product benefit segmentation**

The main purpose of this approach to market segmentation according to Haley [7] is to "identify market segments by causal factors rather than descriptive factors". The underlying philosophy for this approach to market segmentation is the belief that the "benefits which people are seeking in consuming a given product are the basic reasons for the existence of true market segments" [7].

What then are the product variables according to which the marketer should segment his market. It seems that they can be any characteristic of the product which could potentially appeal to the consumer. Haley [7] shows, for example, the benefit segment variables of the toothpaste market. One segment of the market, for example, is concerned with "decay prevention, one with brightness of teeth, one with flavour and appearance of the product, and one with price".

Haley in his study of the toothpaste market compared the four benefit segments with demographic and other variables (see Table 8). He found that in each of the benefit segments there was a disproportionately large number of members of one demographic group.

Several implications of the benefit market segmentation should be mentioned here. The disproportionate number of demographic groups in each segment suggest that media selection should be done with this fact in mind. More importantly, the marketer should seek the needs and benefits which might be potentially derived by consumers, and then design the product or service with these in mind. This approach to market planning should give any product a sufficient competitive edge required for success.

To conclude the section on psychographic market segmentation, let us return to Table 8. Here it can be observed that not only was the market
<table>
<thead>
<tr>
<th>Segment Name</th>
<th>The Sensory Segment</th>
<th>The Sociables</th>
<th>The Worriers</th>
<th>The Independent Segment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Principal benefit sought:</td>
<td>Flavour, product appearance</td>
<td>Brightness of teeth</td>
<td>Decay Prevention</td>
<td>Price</td>
</tr>
<tr>
<td>Demographic strengths:</td>
<td>Children</td>
<td>Teens, young people</td>
<td>Large families</td>
<td>Men</td>
</tr>
<tr>
<td>Special behavioural characteristics:</td>
<td>Users of spearmint flavoured toothpaste</td>
<td>Smokers</td>
<td>Heavy users</td>
<td>Heavy users</td>
</tr>
<tr>
<td>Brands, disproportionately favoured:</td>
<td>Colgate, Stripe</td>
<td>Macleans, Plus white, Ultra Brite</td>
<td>Crest</td>
<td>Brands on sale</td>
</tr>
<tr>
<td>Personality characteristics:</td>
<td>High self-involvement</td>
<td>High sociability</td>
<td>High hypochondriacs</td>
<td>High autonomy</td>
</tr>
<tr>
<td>Life-style characteristics:</td>
<td>Hedonistic</td>
<td>Active</td>
<td>Conservative</td>
<td>Value-oriented</td>
</tr>
</tbody>
</table>
segmented according to product benefits, but also according to personality characteristics, and life style characteristics of population in each segment. Also, in a sense, the purpose of this section is summarized in this table; that is, it is shown how the market segmentation can be performed using personality variables, life style variables, and product attribute variables. Ideally, this should be the total psychographic approach to market segmentation.

2. Advertising Strategy Development

Providing that it is feasible to segment the market with psychographic variables, then the next question is: "how can the knowledge about psychographic segments be utilized to develop effective communication with each segment?" The answer to this question lies in direct utilization of the verbal description of the market segment to develop advertising strategy.

Substantial work in the area of advertising strategy development has been done by Ziff. For this reason, Ziff's [31] framework for advertising strategy development will be reviewed here.

In essence, psychographic research must contain certain elements in order to be of use in advertising strategy development.

It should:

1. Encompass life styles, values and needs, personality characteristics and (product) benefits.

2. Be restricted to those segments considered relevant to the product under study.

3. Be individualized wherever appropriate - to the product rather than framed in a general sense [31, p. 142].
The important elements of the psychographic study are reproduced in Figure 2. This figure suggests that it is necessary to assess the product on a number of dimensions before the results of the research can be used to develop particular promotional strategy. In particular, it is expected that personality variables, life style variables, needs/values, and product benefit desired will be analyzed. Furthermore, it is expected that product or brand data and demographic data will be developed and analyzed as well. In order to discover a competitive edge for the product, or brand, the analysis must be performed under a competitive frame of reference.

The next step in the process of using psychographics in the promotional strategy development is to identify market segments in terms of volume potential, brand saturation, potential consumer benefits, potential brand compatibility, and consumer characteristics (see Figure 3).

According to Ziff [31], in more simple terminology the output of the psychographic study would describe each segment in the following way:

"What they (the customers) are like in terms of life style variables, needs, values and personality characteristics related to the product under study.

What they want in terms of that product's characteristics or benefits.

Who they are in terms of age, sex, and other demographic variables.

What they do in terms of purchase and usage".

An example of this type of analysis is given in Figure 4. Here, two types of car drivers are pictured; namely the Dependent Driver, and the Active Driver. It can be observed from these two examples that we can form a distinct picture of each group of drivers. However, in order to tailor a specific strategy to each group or segment, several criteria
FIGURE 2

FRAMEWORK FOR ADVERTISING STRATEGY DEVELOPMENT [31, p. 143]

- Psychographic Variables
- Product/Brand Data
- Individual Data

Personality Variables

Life Style Variables
- Personal
- Family

Needs/Values
- Functional
- Aesthetic
- Situational
- Self-Image

Benefits Desired
- Functional
- Aesthetic
- Emotional

Product Usage
- Frequency
- Occasion

Brand Usage
- Frequency
- Occasions

Demographic Characteristics
- Personal
- Family

Media Data (optional)

Brand Perceptions

Competitive Frame
FIGURE 3

IDENTIFICATION OF PSYCHOGRAPHIC SEGMENTS AND THEIR CHARACTERISTICS [31, p. 144]

Identification of Important Segments In Terms of Life Styles Needs & Values

- Volume Potential Based on No. of consumers in group and heaviness of use
- Brand Saturation Based on Brand usage
- Potential Consumer Benefits Based on Benefits desired
- Potential Brand Compatibility Based on Brand perceptions if included
- Consumer Characteristics Based on Demographic data and media data if included
FIGURE 4

COMPARISON OF DEPENDENT AND ACTIVE AUTOMOBILE DRIVERS [31, p. 145, 146]

DEPENDENT DRIVERS

WHAT THEY ARE LIKE
- Know little about cars
- Uninvolved in cars, driving, maintenance
- Apprehensive about cars
- Need reassurance that car will run well
- Car make and dealer important
- Get pleasure from appearance of car

WHAT THEY WANT
- Trust in manufacturer and dealer
- Dependable car
- Good engine performance
- Good handling performance
- Good styling
- Minimum maintenance

WHO THEY ARE
- Older
- Better educated
- Higher incomes

WHAT THEY DO
- More own Chevrolets, Pontiacs, Oldsmobiles
- Choose on trust in makes; styling
- Own more cars; recent models

ACTIVE DRIVERS

WHAT THEY ARE LIKE
- Know a lot about cars
- Involved in cars and maintenance
- Enjoy driving
- Are power oriented in driving
- Want to be in control when driving
- Believe in differences between makes

WHAT THEY WANT
- Powerful cars for driving control
- Top engine performance
- Good handling qualities
- Cars made by major companies

WHO THEY ARE
- Younger
- Middle class in income and education

WHAT THEY DO
- More own a Ford, fewer a Chevrolet/AM
- Drive more powerful cars
- Choose on engine performance; styling
must be satisfied.

The rise and importance of Various Possible Market Targets must be sufficient to warrant efforts with respect to it/them.

The compatibility of the Product - does the product have sufficient intrinsic qualities to satisfy consumer needs and expectations in a particular market segment, and what is the minimum required effort to convince consumers that the product can satisfy their needs and wants.

In what sense is the product Unique. To what extent are various selling promises about a product unique, and what is the expected reaction of the competition with respect to this uniqueness.

Is the product promotional effort expected to cannibalize other entries by the firm.

Finally, to what extent does the product lend itself to creative promotion.*

When these criteria are defined and reasonably satisfied, the promotional strategy developed on this basis should, according to Ziff, satisfy the following requirements of meaningful advertising strategy.

The strategy is:

1. Meaningful to a large number of consumers
2. Compatible with the product being sold
3. Sufficiently unique to have a competitive advantage
4. Distinct enough from the strategy offered by competitive product entries from the same company to minimize cannibalization
5. Potentially interesting enough to be translated into effective creative advertising.

To conclude, in the section on use of psychographics it was shown that it can be used to identify a market segment or target, it can describe

* Freely adapted and modified from Ziff [31].
the market segment in terms of what it is like, and finally it can show what the particular market segment might expect from the product. For these reasons, the use of psychographics as an approach to promotional strategy development could be very beneficial.

3. Product Development

Development of any product is no doubt a difficult task. The main task of the designer is to develop a product that will satisfy consumer needs. The most important fact in the product design process is the information about the anticipated consumer and his profile. If the designer knows the consumer profile, he has a better chance to develop a product which will more closely fit into the consumer's frame of reference.

In the study by Frye and Klein [6], it was shown in an experimental setting that it is possible to use psychographic characteristics of consumers in a product design. In this experiment, different groups of designers were given demographic data or psychographic data.

The demographic data profile of the consumer was described as follows:

You are designing a clock radio for a young market. About half your market is under 25 and none is over 34.

Approximately 15% of the market are single people living alone. Half would be classified as "young marrieds without children" or "singles living together". About a fourth have one child, and some 10 percent have two or more children.

The educational level is high in your market. Only slightly over 10% have no college at all. About half have some college training, with many of this group presently attending college. Over a fourth have an
undergraduate degree and slightly over 10% have a graduate degree.

About a fifth of the market earns $10,000 or over annually. About a fourth earn more than $7,500 but less than $10,000. A fairly large group - slightly over 35% - earns less than $5,000 [6].

The psychographic profile, on the other hand, was described as follows:

You are designing a clock radio for a market that has a number of interesting characteristics.

The people in your market tend to have a reasonably high aesthetic sense, appreciate music and things of beauty.

They tend to be oriented toward suburban, single family residences, but choose to live near cities rather than in rural or small town environments.

They have a fairly high degree of self-confidence in whatever they undertake. However, they are not inclined to be gamblers - to take unnecessary risks in making the myriad of little decisions involved in living.

They are not old-fashioned or tradition-bound, yet they are not, by any means, in the vanguard of fashion.

They enjoy a pleasant evening out; however, they equally enjoy spending a quiet evening at home. They tend to maintain a neat, clean living environment. They are moderately interested in cooking and serving attractive, healthful meals, but are not compulsive about it.

Finally, they are not spendthrifts. While not exactly stingy, they are conscious of prices that they have to pay for the items needed in everyday living [6].
The resulting product, a clock radio, prepared by different groups, was judged by industrial design professors without knowing which consumer profile was given to the designer. Statistical tests showed that the product designed on the basis of the psychographic profile had been rated "better" than the product designed on the basis of the demographic profile. However, it is not known if the superior product would have also been rated better by actual consumers. Furthermore, no mention has been made as to what would have been the results should the two different profiles have been utilized simultaneously.

In this section it was shown how it may be possible to utilize psychographic data (and profile) in product design.

4. Channels of Distribution Selection

Not very many aspects of a marketing strategy have escaped the enquiry of psychographic research. Apparently it is possible to utilize psychographic research even to select channels of distribution. The underlying philosophy behind it is in the following: the consumer's life style and shopping habits vary by city districts as well as geographic regions. For these reasons it is necessary to identify life style patterns in different parts of the city (say, urban vs. sub-urban), and to identify life style patterns in different geographical regions (say, agricultural region). Channels and modes of distribution can then be tailored to the particular life style.

A rural life style might require 'catalog' distribution, a sub-urban life style might require a shopping centre. However, it is possible that a specific product might still need some other channel to reach the
consumer. Certain caution is in place when lifestyle is considered for possible channels of distribution. It seems that it may be possible that the causal relationship between channels of distribution and lifestyle is reversed. That is, the channel of distribution changes the lifestyle, and the channel does not follow a specific lifestyle.

Hodoch [8] shows that the channels of distribution have been changing over the last century, basically due to the changes in lifestyle. Most of the innovative merchandising techniques were brought about and succeeded because at the given point in time the lifestyle patterns were conducive to accept such innovations.

Lately, we have been experiencing changes in lifestyles which are bound to have impact on the channels of distribution. Such facts as a shorter work week, working women, higher discretionary incomes, and willingness to accept extremely uniform merchandise are prime motives for marketers to adapt their channels of distribution.

5. Media Selection

Media selection is important from the marketing strategy point of view, because the 'correct' media might have greater impact on the consumer in a given segment. It is to be expected that certain media have their own followers, and in essence the media has a personality in the eyes of the consumer. Furthermore, it is possible that the consumer selects only media which resemble his own personality and lifestyle. A message carried on the media which is naturally close to the consumer has a better chance to succeed. For the marketer, a knowledge of which media reaches which segment of interest is of utmost importance, resulting in
a more efficiently used advertising budget.

An interesting approach to media selection has been taken by Tigert [23]. He takes two different approaches to media selection:

"One approach is to examine the characteristics of a particular medium's audience, and to compare these characteristics with the characteristics of those who are not in the medium's audience (i.e. compare viewers with non-viewers, readers with non-readers, etc.)."

This approach gives the marketer a chance to discover substantially important differences between two groups in the market segment. It is possible that viewers of a certain TV programme are also users of a particular product (and vice versa).

"A second approach involves the examination of a particular medium's audience characteristics in relation to the audience characteristics of all other media that are being considered for a particular campaign. A comparison across audiences will tell us something about the differences in the 'quality' or 'appropriateness' of each audience for (a specific) promotional campaign. (Providing that it is sufficiently possible to discriminate between the audiences, i.e. the overlap is not interfering)."

Tigert's empirical findings show, for example, that the viewers with strong preference for Fantasy-Comedy TV shows [23], had the following characteristics:

1. A strong, more traditional, conservative inclination: concern about religion, youth, drugs, liquor, security, tradition, and the permissive society.

2. A greater concern about cleanliness in the home.

3. A stronger view of life as both a personal and financial defeat: never get ahead on their income and are now looking for a handout; more heavily in debt and no way out.

4. A strong commitment to television: little interest in print media, or other outside activity. These people stay at home most of the time.

5. Price conscious - bargain seekers, but willing to pay more for nationally advertised brands.
6. An orientation towards the children as a focal point in the family.

On the other hand, the profile of viewers with strong preference for talk shows is distinctly different from the fantasy shows. These viewers had:

1. A strong interest in new products.
2. An inclination to transmit information and to seek out information about new products.
3. A need for excitement in their lives, more outgoing, sociable.
4. A strong interest in fashion and personal appearance.
5. Pride in and care of the home; but not the fanatical concern with dirt and germs.
6. A commitment to television and in particular the U.S. shows.
7. A dissatisfaction with their life, in spite of their need for excitement. Perhaps they are looking for an escape.

Apparently, both consumer segments (i.e. fantasy-comedy segment, and talk show segment) provide a distinct opportunity for the marketer to communicate the message about a particular product. Here, the marketer might be able to develop a media-product fit with much greater efficiency of population reach. Tigert [23] suggests several products which could be usefully combined with a particular TV programme type.

1. The fantasy-comedy shows represent viable media for all types of home cleaning products from disinfectants to air fresheners to liquid cleaners. And the appeals in the copy should be hard hitting attacks on germs and dirt.
2. The fantasy-comedy shows represent viable media for many proprietary drugs such as deodorants, mouthwashes and vitamins.
3. The talk shows represent viable media for many types of new products. They warrant serious consideration during the introductory phase.
4. The talk shows represent viable media for women's cosmetics, fashions and grooming aids.

Finally, Tigert developed audience profiles for other types of TV programmes. These are reproduced in Table 9. Here, in each category of viewers, some demographic characteristics are also given.

To conclude, it seems that all media have a unique audience, with unique life style customs, and unique product purchasing characteristics. The consumer in each audience group (segment) requires a separate copy approach, tailored to specific media, and product - in order to satisfy his unique need more efficiently.

B. Psychographics and Consumer Behaviour

The preceding part of this chapter dealt with psychographics as it directly relates to marketers' concerns. Consumer behaviour questions were implicitly dealt with, but no specific attention was given to them. In this part we turn to the consumer side of psychographic research. However, in reality we ought to realize that separation of marketers' concerns from consumer behaviour is incompatible, and marketers' interest will always be at least partly oriented toward consumer behaviour.

Two aspects of consumer behaviour appear to be closely connected with psychographics. One, consumer behaviour analysis, as represented by personality, activity, and attitudes. Two, consumer profile formation as represented by the actual consumer behaviour in the market place. We will first discuss the consumer behaviour analysis.
| TABLE 9 |
| SUMMARY OF AUDIENCE CHARACTERISTICS |
| (1970 Canadian Female Data) [23] |

**IMPOSSIBLE ADVENTURES (IRONSIDE, TAKES A THIEF, MANNIX, MOD SQUAD, FBI AND MISSION IMPOSSIBLE)**

- Lower education
- Concern with health
- Anti-pollution and government control
- Compulsive TV viewers - anti-print
- Brand loyal
- Traditional, conservative
- Price conscious
- Financially optimistic
- Family oriented
- Like science fiction
- Little interest in the arts

**HOCKEY (WEDNESDAY AND SATURDAY)**

- Older
- Strong identification with traditional female role of mother, wife and homemaker - anti-women's lib
- Active sports participant and sports fan
- Very non-permissive about cosmetics, sex and discipline
- Not a traveller
- Heavy newspaper reader

**MALE SINGERS - I (CASH, MARTIN, WILLIAMS AND CAMPBELL)**

- Lower education, slightly lower income
- Pro-national brands
- Brand loyal
- Strong on uncertainty, distrust and worry
- Care and pride of home
- Affectionate, tender and loving
- Permissive on female use of cosmetics, cigarettes, etc.
- Worried about youth, drugs and responsibility
- Big on health aids (deodorant, mouthwash, etc.)

**MOVIES (ACADEMY, WEDNESDAY AND FRIDAY)**

- Lower income and education
- Strong on traditional conservatism (like fantasy-comedy shows)
- Compulsive TV viewers
- Home cleanliness, care of and pride in home

Continued ....
TABLE 9 Continued ....

MOVIES (ACADEMY, WEDNESDAY AND FRIDAY) Continued

Non-risk takers, very security conscious
Homebody, not socially active
Financially dissatisfied
Price conscious

VARIETY-COMEDY (GLEASON, BURNETT, LUCY, SKELTON)

Very low education
Older
Lower income
Strong on cooking
Positive towards advertising
Compulsive housekeepers
Anti-youth, drugs
Weight and health conscious
Religious, non-permissive
Pro TV, anti-print except for Macleans magazine
Fashion and personal appearance conscious
Homebody
Security conscious
Self-confident, self-disciplined
Belief in salvation
Want an enjoyable, leisurely life

BLACK COMEDY (JULIA, BILL CROSBY)

Lower education and income
Older
Life style profile very flat in general
Positive on cooking, non-permissive and traditional
1. Consumer Behaviour Analysis

Pessemier and Tigert [17] undertook to study consumer behaviour using non-demographic measures which could aid the description and prediction of market behaviour. In particular, they compared association of several demographic variables (age, education of husband and wife, and total family income) with market-oriented activities, interests and opinions, personality tests, brand purchase patterns, general usage rates, perceived risk of purchase, media exposure, and advertising slogan recognition. Some of the variables used and their correlations with demographic variables are reproduced in Table 10 (i.e. correlation of factor scores with demographic variables). It can be observed that many of the factor scores are relatively independent from demographic variables. This, in essence, is one of the most important findings. The independence of the psychographic variables from demographic ones suggest that there could be a reasonable explanatory power associated with psychographic variables.

Pessemier and Tigert carried out regression analysis in the same study. Some findings about variance explained by demographic and non-demographic variables is given in Table 11. It can be observed that the non-demographic variables have invariably better explanatory power, with the exception of time variables (variables #41 and 43, brand recognition expensive furniture and brand recognition score carpets respectively).

In this section, a study dealing with consumer behaviour analysis was presented. It was shown that consumer behaviour can be explained with psychographic variables which in many cases have greater variance explanatory power.

The closing section of this chapter turns to the question of consumer profile formation.
### TABLE 10

**CORRELATIONS OF PSYCHOGRAPHIC VARIABLES WITH DEMOGRAPHIC VARIABLES [17]**

<table>
<thead>
<tr>
<th>Variable Number</th>
<th>Description</th>
<th>Correlation with Demographic Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Housewife's age group</td>
<td>1 01 02 -15(^a) 33</td>
</tr>
<tr>
<td>2</td>
<td>Housewife's education</td>
<td>- 39 49 32</td>
</tr>
<tr>
<td>3</td>
<td>Husband's occupation</td>
<td>- 66 33</td>
</tr>
<tr>
<td>4</td>
<td>Husband's education</td>
<td>- 21</td>
</tr>
<tr>
<td>5</td>
<td>Total family income</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>2nd occupation FS - lawyer, psychologist, social worker, etc.</td>
<td>-06 17 08 06 12</td>
</tr>
<tr>
<td>7</td>
<td>3rd occupation FS - receptionist, secretary, etc.</td>
<td>-03 -07 -07 -07 03</td>
</tr>
<tr>
<td>8</td>
<td>4th occupation FS - dress designer, interior decorator, artist, etc.</td>
<td>-05 00 05 04 -01</td>
</tr>
<tr>
<td>9</td>
<td>2nd quasi-personality FS - outgoing, sociable, humorous</td>
<td>06 05 04 -01 04</td>
</tr>
<tr>
<td>10</td>
<td>4th quasi-personality FS - skeptical, suspicious</td>
<td>05 -07 -05 -06 00</td>
</tr>
<tr>
<td>11</td>
<td>1st personality FS - self-depreciation</td>
<td>10 -10 -05 -09 01</td>
</tr>
<tr>
<td>12</td>
<td>5th personality FS - assertive</td>
<td>04 -19 -10 -09 -02</td>
</tr>
<tr>
<td>13</td>
<td>6th personality FS - negative leadership</td>
<td>11 -32 -24 -28 -07</td>
</tr>
<tr>
<td>14</td>
<td>7th personality FS - impulsiveness</td>
<td>-07 12 16 11 -03</td>
</tr>
<tr>
<td>15</td>
<td>8th personality FS - negative intellectual interest and intelligence</td>
<td>-05 -17 -05 -01 -07</td>
</tr>
<tr>
<td>16</td>
<td>1st AIO, FS - health and social conformity</td>
<td>23 -12 -12 -14 03</td>
</tr>
<tr>
<td>17</td>
<td>2nd AIO, FS - careful shopper price conscious, shops for specials</td>
<td>00 -03 -06 -07 -22</td>
</tr>
<tr>
<td>18</td>
<td>3rd AIO, FS - compulsive, orderly housekeeper</td>
<td>04 -15 -12 -06 -09</td>
</tr>
<tr>
<td>19</td>
<td>4th AIO, FS - careless and/or irresponsible behaviour in shopping, financial and personal affairs</td>
<td>-11 -17 -10 -09 -09</td>
</tr>
<tr>
<td>20</td>
<td>5th AIO, FS - careless and/or irresponsible behaviour in shopping, financial and personal affairs</td>
<td>-11 -17 -10 -09 -09</td>
</tr>
<tr>
<td>21</td>
<td>6th AIO, FS - negative attitudes towards advertising's value</td>
<td>18 14 08 06 14</td>
</tr>
</tbody>
</table>
TABLE 10 Continued ....

<table>
<thead>
<tr>
<th>Variable Number</th>
<th>Description</th>
<th>Correlation with Demographic Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>7th AIO, FS - conservative, middle class attitudes, mature, sociable</td>
<td>07  -09  -02  00  06</td>
</tr>
<tr>
<td>23</td>
<td>8th AIO, FS - weight watcher dieter</td>
<td>16  05  07  05  18</td>
</tr>
<tr>
<td>24</td>
<td>9th AIO, FS - fear of unfamiliar, avoids risk</td>
<td>02  -09  -22  -19  -08</td>
</tr>
<tr>
<td>25</td>
<td>10th AIO, FS - outdoor, casual</td>
<td>-29 -04 -09  09  -09</td>
</tr>
<tr>
<td>26</td>
<td>11th AIO, FS - non-participating sports enthusiast</td>
<td>14  07  10  07  06</td>
</tr>
<tr>
<td>27</td>
<td>12th AIO, FS - active information seeker</td>
<td>-14 -01  02  01 -07</td>
</tr>
<tr>
<td>28</td>
<td>13th AIO, FS - do-it-yourself homemaker</td>
<td>-09  05  09  02 -02</td>
</tr>
<tr>
<td>29</td>
<td>14th AIO, FS - husband oriented, interested in husband's activities</td>
<td>06  16  15  09  12</td>
</tr>
<tr>
<td>30</td>
<td>Total hours watching television on weekdays</td>
<td>-17 -25 -09 -12 -29</td>
</tr>
<tr>
<td>31</td>
<td>Total hours watching television on Saturdays</td>
<td>-09 -26 -19 -21 -18</td>
</tr>
<tr>
<td>32</td>
<td>Total hours watching television on Sundays</td>
<td>00 -17 -11 -13 -10</td>
</tr>
<tr>
<td>33</td>
<td>Advertising slogan recognition score company names</td>
<td>-14  10  12  18  08</td>
</tr>
<tr>
<td>34</td>
<td>Advertising slogan recognition score cola flavoured soft drinks</td>
<td>-23 -07 -05 -03 -11</td>
</tr>
<tr>
<td>35</td>
<td>Total score on advertising slogan recognition (includes additional categories other than variables 33 and 34 above)</td>
<td>-21 -03 -06 08 -02</td>
</tr>
<tr>
<td>37</td>
<td>2nd Media FS - light reading (reads Post, Reader's Digest, Look, Life, Ladies Home Journal, etc.)</td>
<td>18  14  04 -04  09</td>
</tr>
<tr>
<td>38</td>
<td>3rd Media FS - fashion, the swinger (reads Vogue, Harper's Bazaar, Glamour, Mademoiselle, etc.)</td>
<td>06  20  21  19  24</td>
</tr>
<tr>
<td>39</td>
<td>4th Media FS - movie, crime, sensationalistic (reads Modern Romance, Modern Screen, True Story, True Confessions, etc.)</td>
<td>-08 -18 -27 -22 -18</td>
</tr>
<tr>
<td>40</td>
<td>5th Media FS - the homemaker (reads Family Circle, Woman's Day, McCall's, Good house-keeping, Better Homes and Gardens, etc.)</td>
<td>08 -15 -01 -08 01</td>
</tr>
<tr>
<td>41</td>
<td>1st brand recognition score - expensive furniture</td>
<td>20  31  29  27  32</td>
</tr>
<tr>
<td>42</td>
<td>2nd brand recognition score - medium priced furniture</td>
<td>-05  09  00  04  15</td>
</tr>
</tbody>
</table>
TABLE 10 Continued ....

<table>
<thead>
<tr>
<th>Variable Number</th>
<th>Description</th>
<th>Correlation with Demographic Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>43</td>
<td>3rd brand recognition score - carpets</td>
<td>33</td>
</tr>
<tr>
<td>44</td>
<td>4th brand recognition score - artificial fibres</td>
<td>-06</td>
</tr>
<tr>
<td>45</td>
<td>5th brand recognition score - fabrics</td>
<td>23</td>
</tr>
<tr>
<td>46</td>
<td>7th brand recognition score - liquors</td>
<td>04</td>
</tr>
<tr>
<td>47</td>
<td>Total score on brand recognition</td>
<td>17</td>
</tr>
</tbody>
</table>

a decimals omitted
### TABLE 11

**REGRESSION ANALYSIS - COMPARISON OF EXPLANATORY POWER OF DEMOGRAPHIC VERSUS NON-DEMOGRAPHIC VARIABLES [17]**

<table>
<thead>
<tr>
<th>Run Number</th>
<th>Dependent Variable (from Table 10)</th>
<th>$R^2$</th>
<th>Percent of Variance Explained by Demographic Variables</th>
<th>Percent of Variance Explained by Non-Demographic Variables</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>total hours watching TV on weekdays</td>
<td>.33</td>
<td>12.4%</td>
<td>20.2%</td>
</tr>
<tr>
<td>2</td>
<td>total hours watching TV on Saturdays</td>
<td>.32</td>
<td>8.8</td>
<td>23.1</td>
</tr>
<tr>
<td>3</td>
<td>total hours watching TV on Sundays</td>
<td>.27</td>
<td>3.1</td>
<td>23.9</td>
</tr>
<tr>
<td>4</td>
<td>Advertising slogan recognition score - company names</td>
<td>.23</td>
<td>5.3</td>
<td>17.7</td>
</tr>
<tr>
<td>5</td>
<td>Advertising slogan recognition score - cola flavoured soft drinks</td>
<td>.28</td>
<td>5.5</td>
<td>22.5</td>
</tr>
<tr>
<td>6</td>
<td>Total score on advertising slogan recognition</td>
<td>.33</td>
<td>5.0</td>
<td>28.0</td>
</tr>
<tr>
<td>7</td>
<td>1st media factor score - intellectual, cultural</td>
<td>.40</td>
<td>15.0</td>
<td>25.0</td>
</tr>
<tr>
<td>8</td>
<td>2nd media factor score - light reading</td>
<td>.26</td>
<td>6.0</td>
<td>20.0</td>
</tr>
<tr>
<td>9</td>
<td>3rd media factor score - fashion, the swinger</td>
<td>.44</td>
<td>8.5</td>
<td>35.1</td>
</tr>
<tr>
<td>10</td>
<td>4th media factor score - movie, crime, sensationalistic</td>
<td>.26</td>
<td>8.6</td>
<td>17.9</td>
</tr>
<tr>
<td>11</td>
<td>5th media factor score - the homemaker</td>
<td>.25</td>
<td>3.0</td>
<td>22.0</td>
</tr>
<tr>
<td>12</td>
<td>1st brand recognition score - expensive furniture</td>
<td>.37</td>
<td>19.0</td>
<td>18.0</td>
</tr>
<tr>
<td>13</td>
<td>2nd brand recognition score - medium-priced furniture</td>
<td>.24</td>
<td>4.0</td>
<td>20.1</td>
</tr>
<tr>
<td>14</td>
<td>3rd brand recognition score - carpets</td>
<td>.38</td>
<td>20.8</td>
<td>17.2</td>
</tr>
<tr>
<td>15</td>
<td>4th brand recognition score - artificial fibres</td>
<td>.22</td>
<td>6.2</td>
<td>15.8</td>
</tr>
<tr>
<td>16</td>
<td>5th brand recognition score - fabrics</td>
<td>.40</td>
<td>20.0</td>
<td>20.0</td>
</tr>
<tr>
<td>17</td>
<td>7th brand recognition score - liquors</td>
<td>.35</td>
<td>12.0</td>
<td>23.0</td>
</tr>
<tr>
<td>18</td>
<td>total score on brand recognition</td>
<td>.43</td>
<td>20.0</td>
<td>23.0</td>
</tr>
</tbody>
</table>
2. **Identifying Consumer Profile**

The most prevalent aspect of psychographic research is the formation or identification of consumer profile using variables other than demographics. In essence the researcher develops an instrument which draws heavily on every-day aspects of the consumer's life. The implication here seems to be that the consumer psychographic profile should be as closely related to the product in question as possible. Some examples of the variables used to identify the consumer profile are reproduced in Figure 5. The questions in the instrument are normally scored on a five point strongly agree-disagree scale.

The resulting psychographic profile then verbally describes a particular class of customers, as they relate to a product. The psychographic profile according to Hustad and Pessemier [9] could read:

"Heavy users exhibit a zest for life. They are optimistic about their personal and financial futures, fashion and appearance conscious, pro-credit, active, influential and risk takers. They are not afraid to borrow or invest and they like to go to exciting parties. Although they are above average in income they are not on top of the social ladder".

Providing that the researcher is able to establish the size of the 'heavy user' segment which warrants particularly tailored promotion, then the promotional strategy implications are obvious. For the psychographic profile described above, Hustad and Pessemier [9] suggest the following strategic implications:

1. Accept charge cards
2. Maintain an informal atmosphere
3. Don't stress cents-off promotion, since heavy users do not seem to be price conscious
4. Consider home delivery as an added time saver
FIGURE 5*

**PSYCHOGRAPHIC PROFILE VARIABLES AND SAMPLE QUESTIONS**

### The Gambler

- I like to play poker  
- I sometimes bet money at the races  
- I like danger  
- I don't like to take chances

### Sports Cars, Flying and Travel

- I like sports cars  
- If I had my way, I would own a convertible  
- I would like to own and fly my own airplane  
- I don't like to fly  
- I would like to take a trip around the world  
- I'd like to spend a year in London or Paris

### Conservative, Traditionalism

- You can't have any respect for a girl who gets pregnant before marriage  
- A woman should not smoke in public  
- I have somewhat old-fashioned tastes and habits  
- I often wish for the good old days  
- There is too much emphasis on sex today  
- There is too much violence on TV today  
- Young people have too many privileges today  
- Today, most people don't have enough discipline

### Parties and Liquor

- A party couldn't be a party without liquor  
- We often serve wine at dinner  
- I like beer  
- Liquor is a curse on American life  
- I often have a cocktail before dinner

### Unconcerned cont.

- Communism is the greatest peril in the world today

### Religion

- If Americans were more religious, this would be a better country  
- I often read the Bible  
- Spiritual values are more important than material things

### Self-Confidence, Leadership

- I like to be considered a leader  
- I think I have a lot of personal ability  
- I have never been really outstanding at anything  
- I often can talk others into doing something

### The Swinging Party-Goer

- There are day people and there are night people; I am a day person  
- I am a girl watcher  
- I like to think I am a bit of a swinger  
- I would rather spend a quiet evening at home than go out to a party  
- I like parties where there is lots of music and talk  
- I do more things socially than do most of my friends  
- I like to feel attractive to women

### Books and TV

- Television programmes are more interesting than they were 5 years ago  
- Television should have more serious programs  
- I like television news programs  
- I like to read comic strips  
- I like war stories  
- I like science fiction  
- A news magazine is more interesting than a fiction magazine
FIGURE 5 Continued ....

Money and Credit

To buy anything, other than a house or car on credit is unwise. I like to pay cash for everything I buy. In the past year, we have borrowed money from a bank or finance company. I buy many things with a credit card or a charge card. I will probably have more money to spend next year than I have now. Five years from now the family income will probably be a lot higher than it is now.

Physical & Occupational Mobility

In the last 10 years, we have lived in at least three different cities. We will probably move at least once in the next 5 years. I expect to be a top executive in the next 10 years.

Advertising & New Brands

Advertising cannot sell me anything that I don't want. Advertising leads to wasteful buying in our society. I often try new brands before my friends and neighbours do. Once I find a brand, I like to stick with it.

Price Conscious

I shop a lot for specials. I find myself checking the prices in the grocery store even for small items. I usually watch the advertisements for announcements for sales. A person can save a lot of money by shopping around for bargains.

Fashion Conscious cont.

When I must choose between the two, I usually dress for fashion, not for comfort.

Child Oriented

When my children are ill in bed, I drop most everything else in order to see to their comfort. My children are the most important thing in my life. I try to arrange my home for my children's convenience. I take a lot of time and effort to teach my children good habits.

Compulsive Housekeeper

I don't like to see children's toys lying about. I usually keep my house very neat and clean. I am uncomfortable when my house is not completely clean. Our days seem to follow a definite routine such as eating meals at a regular time, etc.

Arts Enthusiast

I enjoy going through an art gallery. I enjoy going to concerts. I like ballet.

* Developed by Tigert [23] and Wells [25]
It is possible that a particular profile of consumer will have implications for more than one product. In this case the heavy user segment could vary its habits to a range of products.

To conclude, the consumer profile identification is the underlying aspect of psychographic market research. In this section, it was shown how the particular profile variables are developed, and how the verbal description of the consumer profile could be formulated. Some promotional strategy implications were also mentioned.

3. Summary

The main purpose of this chapter was to review literature sources on the use of psychographic research. For this purpose, a framework for the uses of psychographics was presented. In particular, it was shown that psychographic research has applications in marketing strategy development, and consumer behaviour research. Several research studies were presented in each category, and the main aspects of their findings were reviewed.

The following chapter proceeds to evaluate psychographics as it relates to marketing.
CHAPTER IV

EVALUATION OF PSYCHOGRAPHICS

The two previous chapters examined theoretical formulations of psychographic research and application of psychographic concepts to marketing decisions. This chapter sets out to evaluate and critically examine psychographic research and its contribution to marketing management. The evaluation and criticism of psychographics is complex. The literature contains literally dozens of articles criticizing psychographic research per se, as well as the application of psychographics to the marketing discipline and consumer behaviour research.

In order to follow the criticisms and evaluation of psychographics in a systematic and objective manner, this chapter deals with the subject matter under the following headings:

1. Relevancy of Psychographics to Consumer Behaviour and Marketing
2. Reliability, Validity and Measurements Problems
3. Pros and Cons of Psychographics: Some comments from professionals

1. Relevancy of Psychographics to Consumer Behaviour and Marketing

One of the more serious criticisms of psychographic research comes from those who hold that psychographics is not relevant to the solution of marketing questions. Indeed, it would not make sense to deal with psychographics if it did not help to resolve the marketers' problems. Consequently, psychographic research is relevant to marketing only to the extent that it can help to solve marketing problems. Obviously, personality and life style concepts make it difficult to draw the distinction
as to which of their aspects are relevant to marketing problems and which are not.

Young [29] says:

The only way to insure that measurements of personality and life style are relevant to the marketing problem is to analyze them within the context of a particular product category.

This, however, is not a sufficient condition. Here, Young assumes that consumers' life style and personality vary from one product category to the next or that several product categories appeal to a particular personality or life style. Apparently this has to be true regardless of the psychographic approach to the market. The difficulty is in identifying a particular personality or life style (with substantial discriminating power) and correlating them with the anticipated consumer behaviour with respect to the product.

Young [29] acknowledges that:

As far as the marketer is concerned, he need only be concerned with those aspects of personality and life style which are relevant to the way consumers think relative to his product category. Any classification of consumers which attempts to generalize about their personalities, without consideration given to the role which the product places the consumer in, or the importance it plays in his life, is likely to be irrelevant in many product situations, and even misleading.

Furthermore, in order for the particular personality and life style to have a meaning in segmenting the market, aggregate values of personality and life style need to be properly conceptualized. It seems safe to say that at this time we do not know enough about personality and life style to use them in that way. The meanings of "an average personality" or "an average life style" are obscured, to say the least. This
is because behaviour is "countable, not segmented, and it is continuous, not discrete" (Yoell [28]).

Yoell further argues that researchers cannot segment markets in a meaningful way using personality and life style concepts; thus there is very little relevance of these to marketing. He says:

Life style is a coined expression that sounds nice, but which has no objective basis. It is an a priori assumption ... It is no different than the attempt to put consumers into Personality categories such as cyclothegenic, pyknic, choleric. You cannot take broad, macroscopic concepts, and predict cake mix, dog food, dessert or deodorant, skin care or pickle eating behaviour, or extend them to these microscopic areas.

The researcher can choose to segment the market on any dimension which comes to his mind, and consumers will be different on any such dimension. But there is often no relevancy between such segmentation and the particular product of interest. That is, the segmentation does not necessarily establish a causal relationship with the possible consumer behaviour. Behaviour is a function of consequence [28], not of psychometric measurements, graphs of the psyche, life style, or value systems. What happens after a response is emitted determines whether or not it is repeated [28].

The problem of psychographic relevancy to particular brand or product often stems from the way the personality and life style items deemed to be relevant are being developed. Pernica [15], for example, cites questions used in connection with stomach remedies (see Table 12). It can be observed that most of the items were formulated as general predispositions, without reference to stomach problems. Furthermore, it can be observed that the items in Table 12 almost entirely omit the physiological and psychological needs usually associated with stomach remedy. It comes
TABLE 12

STOMACH REMEDIES QUESTIONNAIRE ITEMS [15]

My daily life is full of things that keep me interested
I am a very energetic person
For a vacation I prefer going to a quiet cottage off the beaten track
I prefer clothes that attract attention
I have never felt better in my life than I do now
I worry a great deal about my health
I don't know what I would do without my medicines
Even small aches and pains bother me greatly
If you overeat, you deserve to suffer afterward
I believe a good many politicians are just a little crooked
My hands and feet often feel cold
I think it is true that "every cloud has a silver lining"
I dislike medicines that take time to prepare
Liquid remedies are more effective than pills
A fizzy medicine has a refreshing taste
An effervescent medicine is a quick way to relieve stomach upsets
as no surprise to see that this approach to segmentation failed to yield meaningful segments, in terms of brand usage, and size of the segment. (An even usage pattern over several brands was determined - in the segment of healthy non-medicators, over-indulgent self-treaters, early medicators, and pressure-sensitive segments) [15].

Certainly the major difficulty in ascertaining personality and life style relevancy to marketing is in the question of stability of these variables. Personality and life style as determinants of behaviour, could be relevant to marketing only under a given set of circumstances. This, of course, means that even if we succeed to determine a particular personality related behaviour, that behaviour will most likely change with any change in circumstances. As a result, the particular personality characteristic has very little prediction character for the marketer.

In practice, it means that the marketer cannot rely on personality or life style defined segments as target groups for his product. Personal characteristics such as compulsions, hostilities, slyness, self-indulgence and so on, are not stable [28]. People make different responses in different categories of situations, and perhaps a description of such categories would be a better predictor of consumer behaviour than his personality.

With respect to life style, it may well be cultural, but not at all motive - or concept generating - and certainly not deodorant affecting [28]. Should the behaviour be consistent with personality and life style under any circumstances it would have to correlate with labels such as indulgent, aggressive, self-assertive, conforming, leisurely, baked bean eating, shaving, dancing, or oral hygiene [28]. Yoell asks [28]:
Is there a psychograph permeating toilet tissue use, face masking, toast eating with or without jelly, tying ties, smoking, making love to one's wife, drinking tea at lunch, scratching an itch - a vital psychic invisible force permeating all this? How can this be established objectively?

The behaviour for any given stimulus situation is different, not only on the time horizon of an individual, but also varying from individual to individual.

To conclude this section, it was shown that the use of personality and life style variables requires caution when used in the marketing context. Both of these variables are unstable and as such they have little predictive power in consumer behaviour. Consequently, use of personality and life style variables could prove irrelevant to market segmentation, and ultimately to the solution of marketing problems.

Finally, this section examined qualitative problems of psychographic research. The next section turns to quantitatively oriented problems of psychographic research.

2. Reliability, Validity and Measurement Problems

Psychographic research is based on motivational research and as such it is fully vulnerable to the reliability and validity of psychological tests. Normally, these tests are very complicated, lengthy, require in many cases constraining assumptions, require "good quality" samples, and yet remain subject to individual interpretation. Computer processed data speed up the analysis but the subjectivity of interpretation remains. It is not clear at this point how far and to what extent the marketing executive should rely on outcomes of such research.
It seems that for the marketer it may be easier to understand the more tangible traditional market segmentation, as well as to develop market strategy for it, and plan for such a segment, whatever the resulting effectiveness may be.

The psychographic research design is of great importance in obtaining reasonably believable results. However, it seems that most of the 'hard core' psychographic studies fail to gain credibility with marketers because of the way the studies are executed. According to Simmons [22], psychographic research is "good or bad, useful or misleading", according to particular methods that may be applied in any given case, and according to the soundness of application, analysis and interpretation.

The analysis, soundness, and interpretation of psychographics is subject to the same principles of validity and reliability as other research. Sophisticated computer programmes do not eliminate these difficulties. Use of factor analysis, for example, forces the researcher to make broad generalizations about groups of data and relationships between their various parts. The factor analysis technique is descriptive of relationships between variables rather than determination of causes. Thus, the conclusions about consumer behaviour must be made through inferences resting on other assumptions. According to Simmons [22]:

Any technique that narrows the range of guesswork in making inferences about the causes of behaviour will obviously have a usefulness. Preoccupation with these extremely relevant and important questions of why people behave as they do has been a major concern since the early days of motivational research. To what extent can psychographics explain behaviour? Insofar as explaining motivations or behaviour is a major focus of psychographics, it is inevitably subject to many of the pitfalls that have beset the path of other inquiries into the realm. Whether we are talking about brand or product images, reasons for buying and using products, market segmentation or benefit segmentation, we inevitably encounter
1) serious problems of getting valid answers to serve as
input into the system, and 2) problems of analysis and
interpretation.

After discussing the psychographic research problems in general
terms, we turn now to some more specific problems, starting with instru­
ment design.

a) Instrument Design

Almost all instruments used in psychographic research to date were
extremely lengthy, with up to 300-400 questions per instrument. As a
result it was almost impossible to utilize random samples, and instead
question panels were used (where the participants obtain gifts for par­
ticipation).

Obviously, at least two serious shortcomings come to mind here.
First, the participants are biased towards filling and mailing the ques­
tionnaire, because they know that there is a reward for them. Second,
the length of the instrument does not leave any doubt that all questions
cannot receive the same attention, or minimum attention required. (Is
it possible that the participants would answer such a questionnaire
randomly?)

Another problem associated with the instrument design is in the
question format itself. The instruments usually contain sentence-like
questions to which the respondents strongly agree or strongly disagree
(5-7 point Likert type scale). On one hand, this type of scale is easy
to score, and understand. But, on the other hand, this scale cannot be
adopted without reservations to all questions. For example, "our family
has moved at least three times in the past ten years" will inevitably
yield results at the extreme ends of the scale, due to its dichotomous character. Use of qualifiers in the question design creates potential misunderstanding and misinterpretation. Question: I thoroughly enjoy conversation about sports, I would rather go to a sporting event than a dance, I often seek out the advice of my friends; Information from friend is better, and A store's own brand usually gives you good value for the money, are only a few examples of ambiguous questions. Thoroughly, rather, often, better, usually, and good, represent different meaning to different persons. Any results are invariably biased.

Further difficulties with the question formulation is in assumptions about the participant. Some questions assume that the participant has children, a house, or a car. Others assume that the participant is a church goer, sport watcher, or participant. Such assumptions invariably elicit at least incorrect responses. Other questions do not have specific meaning. For example, the sentence "I like to spend evenings at home" could generate different connotations in each respondent. Does one like to spend evenings at home on cold nights? Twice a week? Always? When friends are over? When kids are asleep?

One of the most ambiguous sentence formats is the type "I would like to spend a summer in London or Paris". Here the participant cannot be sure to which part of the question he is responding and as such the question is inadmissible. Certainly there are people who would like to spend a summer in Paris but not in London, and people who would like to spend a summer in London but not in Paris. There is no apparent relationship between these two cities justifying grouping them together. On the contrary, differences in cultures and languages in these two cities
could generate different responses in participants when the questions are asked separately. Furthermore, when analysing the responses to this question, it is impossible to separate those preferring Paris to London (and it could well be that people preferring Paris are heavy users of French wines (males) and heavy users of Chanel No. 5 (female)). For these reasons, the participants should be given the chance to respond to each question separately.

Finally, as was noted in the case of the stomach remedy in the previous section, the content of some questionnaire sentences is not necessarily related to the product in question. Such an approach to instrument design leaves the researcher inevitably with difficulties in the area of data analysis and interpretation.

b) Reliability

Reliability has to do with the question whether a particular instrument measures about the same over a period of time. Tigert [24] examined the reliability of some 150 daily activities, interests and opinions items. The study was carried out on housewives over a period of seven months. The frequency distribution of reliability coefficients is given in Table 13. It can be observed that only about 20% of the AIO questions' reliability coefficient is better than .7. The greatest number of questions scored between .5 - .69 on the reliability scale, about 55%. Tigert found that there were basically two types of AIO items. Those with stable factors and those with unstable factors (the unstable factors appeared in only the first and second data set factor analysis). Selected examples of stable and unstable factors are reprinted in
<table>
<thead>
<tr>
<th>Range of Reliability Coefficient</th>
<th>Number of Questions in this Range</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>.80 or higher</td>
<td>10&lt;sup&gt;a&lt;/sup&gt;</td>
<td>6.6</td>
</tr>
<tr>
<td>.70-.79</td>
<td>23</td>
<td>15.3</td>
</tr>
<tr>
<td>.60-.69</td>
<td>47</td>
<td>31.3</td>
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<td>1</td>
<td>.6</td>
</tr>
<tr>
<td>150</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

<sup>a</sup>Read: 10 of the 150 attitude questions had a test-retest reliability coefficient of .80 or greater.
Table 14 and Table 15. Tigert explains the stable-unstable phenomena in this way:

Consider first the stable factors: "fasion conscious", "price conscious", and "diet conscious". These three characteristics might plausibly be described as lasting rather than temporary. People with weight problems have them over long periods of time.

However, instability of the "new brand trier-innovator" and "brand loyalty" suggest that the consumer perceptions of new products and reported purchases change over time. Implication for marketing strategy development are inevitable - new brands cannot be aimed at specific segments.

To conclude, Tigert found that some psychographic scale items were more reliable than others. To improve the reliability of the scale words require careful rephrasing of some of the questions, and dropping or adding some of the items.

Furthermore, Wells [26] stresses that unreliability also reduces the confidence one can place in relationships revealed by cross-tabulations or regressions, and the confidence one can place in clusters, both as to content and as to size. When important decisions are to be made on the basis of psychographics, it is essential that cross-tabulations, regressions, or clusters be cross-validated against holdout samples. It is all too easy to overanalyze findings that may be partially due to chance.

c. Validity

Relatively little research into the question of psychographic instruments validity was found in the literature studied. The basic meaning behind validity is that the measurement is valid to the extent
TABLE 14
SELECTED EXAMPLES OF STABLE AIO FACTORS [24]

<table>
<thead>
<tr>
<th>Factors</th>
<th>Loadings(^a)</th>
<th>Reliability(^a)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>T-1(^b)</td>
<td>T-2(^c)</td>
</tr>
<tr>
<td>Fashion Conscious</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I usually have one or more outfits that are of the very latest style</td>
<td>75</td>
<td>80</td>
</tr>
<tr>
<td>An important part of my life and activities is dressing smartly</td>
<td>72</td>
<td>78</td>
</tr>
<tr>
<td>I often try the latest hairdo styles when they change</td>
<td>66</td>
<td>67</td>
</tr>
<tr>
<td>I usually wear nail polish for both work and pleasure and have several different shades to go with my clothes</td>
<td>51</td>
<td>54</td>
</tr>
<tr>
<td>Price or &quot;Special&quot; Shopper</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I shop a lot for &quot;specials&quot;</td>
<td>78</td>
<td>76</td>
</tr>
<tr>
<td>I usually watch the advertisements for announcements of sales</td>
<td>73</td>
<td>73</td>
</tr>
<tr>
<td>I find myself checking the brands and prices in the grocery store even for such items as toothpaste, milk and bread</td>
<td>64</td>
<td>73</td>
</tr>
<tr>
<td>I think newspaper advertising is a real benefit to the housewife</td>
<td>63</td>
<td>58</td>
</tr>
<tr>
<td>Dieter, Weight Watcher</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I am careful about what I eat in order to keep my weight under control</td>
<td>70</td>
<td>66</td>
</tr>
<tr>
<td>I buy more low calorie foods than the average housewife</td>
<td>67</td>
<td>64</td>
</tr>
<tr>
<td>In order to control my weight, I have undertaken a strict diet one or more times</td>
<td>67</td>
<td>77</td>
</tr>
<tr>
<td>For a period of a week or more, I have used Metrecal or other diet supplements at least for one meal a day</td>
<td>51</td>
<td>50</td>
</tr>
</tbody>
</table>

\(^{a}\) Decimals omitted

\(^{b}\) October, 1965

\(^{c}\) April, 1966
**TABLE 15**

**SELECTED EXAMPLES OF UNSTABLE AIO FACTORS**[^24]

<table>
<thead>
<tr>
<th>Factors</th>
<th>Loading[^b]</th>
<th>Reliability[^b]</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Brand Trier - Innovator</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sometimes, when I see a new product on the shelf, I will buy it just on impulse, to try it out, without worrying too much how much it costs</td>
<td>72</td>
<td>44</td>
</tr>
<tr>
<td>I like to try new brands of products I use the first time I see them in the store</td>
<td>62</td>
<td>43</td>
</tr>
<tr>
<td>I usually like to wait and see how other people like new brands before I try them</td>
<td>-64</td>
<td>37</td>
</tr>
<tr>
<td><strong>Brand Loyalty</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I'm the kind of person who makes up her mind on the brand to buy and then sticks to that brand for a long time without trying any others</td>
<td>75</td>
<td>32</td>
</tr>
<tr>
<td>I keep away from unfamiliar brands</td>
<td>55</td>
<td>32</td>
</tr>
<tr>
<td>I feel that most of the buying I do is based on habit</td>
<td>50</td>
<td>45</td>
</tr>
<tr>
<td><strong>Satisfaction with Life</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>We have as good a chance to enjoy life as we should</td>
<td>77</td>
<td>46</td>
</tr>
<tr>
<td>Our family income is high enough to satisfy nearly all our important desires</td>
<td>71</td>
<td>47</td>
</tr>
</tbody>
</table>

[^a]: Appeared in the factor analysis only at T-1 or T-2

[^b]: Decimals omitted
that it really measures what it was intended to measure. In reality, we can never be entirely sure that this is so, in the context of motivational and behavioural research. According to Wells [26], psychographic measurements, like other measurements, can be reliable without being valid. They can be relatively free of random error but so full of irrelevancies and bias that conclusions based on them are partly (or even completely) false.

In the same study, Wells makes a distinction between standard personality scales, for which validity (and reliability) data are normally published, and validity of 'home made' psychographic variables. In the case of the latter, we can virtually make no conclusions about their validity, in spite of the fact that some authors think otherwise [26].

Pessemier and Bruno [16] suggest that the validity of an instrument could be tested through the additions and deletions of variables, particularly in the area of content, construct, concurrent and predictive validity. Furthermore, cross validation of the structural properties of the variables is possible.

The evidence in the previous chapter shows that psychographic variables generally relate to each other, to demographics, and to the use of product, and media. The degree of confidence which the marketer puts on those findings depends on his point of view. In this context, the marketers who make important decisions on the basis of segmentation studies need ways to determine when the products of cluster analysis represent groups of real consumers [26]. About this the marketer may never be certain.
3. Pros and Cons of Psychographics: Some comments from professionals

The last section of this chapter summarizes the pros and cons of psychographic research.

On the positive side, one of the strongest comments that can be made about psychographics is that it provides an alternative to other marketing research tools, and perhaps that it provides new direction in consumer research. To date, psychographic research can be credited with a number of accomplishments in the marketing sphere. To quote Demby [3, p. 198] on this matter:

1. It has shown that there are two kinds of new products - those which do not change a person's life style; and two, those which do change a person's life style. The first has an easier chance to reach the mass market, the second has an easier chance to reach that segment of the market place which is always avidly looking for new products;

2. It has uncovered communications bridges that have made some products easier to sell. These communications bridges have been, invariably, concepts which have shown consumers how to fit the product and the brand into their life style more easily. The difficulty of - not knowing how to fit a product into one's life style, or serving style - is probably the most prevalent barrier that a new product confronts in reaching a mass market.

3. It has predicted the coming of new products in quite a few product categories. The technique for segmenting the marketplace with psychographics - in-depth has suggested various patterns of product adoption by consumers.

4. It has shown that there are brand selection styles - people likely to buy a premium brand in one product category are likely to buy a premium brand in another product category.

5. It has demonstrated that some consumers require fewer inputs of advertising to be sold a given product than are required by other consumers.
6. It has enabled advertisers to make media selections by measuring media not just for heavy users, but also for attitudes and behaviour that can be used to predict the chances - the propensity - of other parts of the audience to buy a specific product or brand.

On the negative side of psychographic research, it can be said that there are many misconceptions about the subject matter itself. Psychographics could be potentially a powerful tool in marketing research, but to this date there is no unequivocally convincing evidence to this effect. Psychographic research requires an extremely competent analyst who is as well versed in research design and in statistical techniques as he is in imagination in psychological matters. Otherwise, the complexities surrounding the design, execution, analysis and interpretation of psychographic research run an uncomfortable risk of being misleading despite conscientious efforts in their execution [22].

In conclusion, to use King's quote [11]:

1. There is no scientifically conceived, generally accepted definition of the concept of psychographics.

2. Multiple professional marketing researchers and academics have created their own definitions and research instruments and methodologies in the arena of psychographics (and therefore no foundations for scientific approach to psychographics are being developed).

3. ... Proprietary approaches ultimately produce only confounding, inconclusive data.

A more systematic approach to psychographic research is required in order to strengthen the theoretical base. Otherwise, there is a danger that psychographics will become another research fad, resulting in ultimate waste of resources.
4. Summary

The first section of this chapter dealt with the question of evaluating psychographics as it relates to marketing problems. It was shown that there are problems in the relationship of psychographics to marketing. The important point made was that personality and life style variables may have no relevance to marketing problems unless a relationship to a particular brand of product can be established.

The second section of this chapter dealt with technical difficulties associated with psychographic research in the area of instrument design, reliability, validity, and measurement problems. One of the shortcomings of the instrument design is inevitably in its length and in the design of particular items.

Such a situation brings about problems in the area of data analysis and interpretation of results.

Finally, this chapter discussed the reliability and validity of psychographic research. It was shown that some of the scale items are more reliable than others. With respect to validity of psychographic research, it was said that the degree of confidence in psychographic research has not been sufficiently ascertained, and therefore the marketer may never be sure that the psychographic research instrument is measuring what it was intended to measure.

To this point we have looked at the theoretical base of psychographics, marketing applications of psychographics and some of the technical aspects.

The final chapter of this thesis sets to summarize conclusions about psychographics. The future of psychographic research as it relates to marketing will be assessed.
CHAPTER V

CONCLUSIONS

The main purpose of this thesis was to analyze some major aspects of psychographic research and present a comprehensive overview of the subject matter. For these reasons, the thesis has dealt with the subject matter from three different perspectives. First, theoretical foundations and definitions of psychographics were explored. Second, marketing applications of psychographics were examined. Third, psychographic research was critically evaluated. Some general conclusions of each perspective follow.

1. With respect to the theoretical foundations of psychographic research, it was concluded that psychographics is not sufficiently vested in an available theoretical framework. In particular, it was found that the underlying psychographic concepts (personality, life style, product attributes) could only partly be explained through the theory of personal behaviour.

It appears that the lack of a solid theoretical base leads, at least partly, to problems of defining psychographic research per se. It seems that the area of defining psychographics is confused, and at this point there is no general agreement among researchers and marketers as to what psychographics is or should be.

In general, it seems that personality, life style, and product attributes are concepts underlying psychographics. In addition, psychographics research is perceived as a multi-variety quantitative marketing research tool.
2. With respect to the marketing applications of psychographic research, it was found that psychographic research is being applied in two major areas: One, marketing strategy development; in particular, market segmentation, advertising strategy development, product development, channels of distribution selection, and media selection seem to be the areas where psychographic research has been applied, and where some empirical evidence is available. Two, consumer behaviour analysis; in particular, consumer behaviour analysis, and consumer profile identification, again, empirical evidence was examined.

In general it seems that psychographic research can be successfully applied to some marketing problems. However, because of the insufficient theoretical base, the marketer is well advised to exercise caution when using psychographic research findings. The main reason lies in the fact that psychographics may not explain sufficiently the causal relationship between actual consumer behaviour, and personality or life style or product attributes.

3. With respect to the evaluation of psychographics, it was found that one of the most important properties of psychographics is its relationship to marketing, and consumer behaviour. However, it was also found that some of the research designs were not prepared with this need in mind. No meaningful results can be expected from psychographic research unless its relationship to the marketing problem is strictly incorporated in the research design.

In the same context, reliability, validity and measurement problems were analyzed. Some shortcomings in each area were brought to the reader's attention. In particular, it was found that the instrument designs do not
adhere to marketing research rules, bringing about difficulties in the individual items response and interpretation of these responses. It was also found that some of the questionnaire items were more reliable than others, and that some improvements in the area of reliability of psychographic instruments are needed. Finally, it was found that very little is available in terms of empirical evidence with respect to the validity of psychographic instruments. Here the marketer may be left with subjective judgement as to whether or not the instrument is measuring what it was intended to measure.

To summarize the pros and cons of psychographics, it seems that at this point the greatest value of psychographics is in that it provides alternatives to other marketing research tools. This is particularly true in the area of marketing strategy development and consumer behaviour. Here the psychographic research results have provided some interesting findings, both for the researcher and for the practising marketer. Generally, in the long run, psychographic research can be expected to generate better understanding of the market and consumer behaviour in the market. It must be stressed again that the marketing relevance of psychographic research is of utmost importance.

On the negative side, psychographic research lacks sufficient theoretical foundations, and the subject matter has not been defined in precise terms. Unquestionably, additional work is needed in these areas. More specifically, according to King [11].

1. Psychographics as a concept must be well defined by the marketing community.
2. A 'generalized' research methodology must be defined in terms
of content - basic life style, measurement dimensions and instruments - and in terms of field execution to make application across product categories possible.

3. Procedures for tailoring psychographics, as a concept, to specific product consumption categories ... must be developed ... 

Finally, we may be interested to know what is the future of psychographics in the marketing context. It appears that psychographic research is here to stay. We should be looking for interesting developments on two fronts. One, the rate of diffusion of psychographics throughout the research and marketing communities. Two, improvements in psychographic research instruments and technology. Both should then result in many interesting findings and empirical evidence in the areas of marketing strategy and consumer behaviour. Ultimately, improved marketing results should follow.
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