



# Attracting Consumers by Finding out Their Psychographic Traits

Abduljalil Sarli<sup>\*</sup>, Huam Hon Tat

Faculty of Management (FPPSM), Universiti Teknologi Malaysia, UTM Skudai 81310, Johor, Malaysia.

Email: [sabduljalil2@live.utm.my](mailto:sabduljalil2@live.utm.my)

(Received March 2011; Published Sep 2011)

## ABSTRACT

Psychographic segmentation is a crucial strategy on target markets. It is considerable to find out and implement based on consumers' needs and wants which are changing by socio-economic factors and new technologies as well. The aim of this article is to investigate on preliminary studies about psychographic variables and segmentation as a strategy. Consumers are surrounded by product or service offerings at the markets that each of them has own pros and cons for communicating with the consumers' psychographic traits. In addition, marketers distinguish the consumers who have similarity and differences as segments for better selling and more profitable product or service on target markets. Therefore, knowing consumers and considering their desires are precisely issues on marketing strategies.

**Key words:** psychographic, segmentation, lifestyle, personality values

## INTRODUCTION

Nowadays, it's noticeable that the markets are conducted towards the Global Market by employing of evolution services and goods to patronize their customers. Therefore, the marketers have to better understand their customers based on their needs and wants. The psychographics is an issue which can be related to different aspects of customers with differences and similarities as strategically keys. In fact, psychographics from marketing view that means the people how, when and where to spend their time and money. Although the New Tech and Methods affect our environment to advancing new communication tools like the Internet, hand phone with several facilities and satellites, there are a few adapted researches about psychographic segmentation at target market and acceptable model to understanding customers. These changing, undoubtedly, influence customers' life and destiny. More customers are eagerly being openness to use new tech and new models of goods or services. Almost, using new models of goods or services are presenting variety group references which they have differences and similarities. Also, it can show effects of

purchasing on customers' personality and lifestyle as psychographic variables. So, the market segmentation can be conducted based on using psychographic variables to achieve better knowledge of customers and to distribute right products among the right people. Psychographic segmentation can portion customers to different classes of social and predict future needs and wants of people as marketing strategy.

## PSYCHOGRAPHIC SEGMENTATION

Beatty, Homer and Kahle (1988) accomplished to do psychographic segmenting by mirror approach and using VALS and LOV process. Beyond these, products and services are substantial of markets which can appropriately give value or personality to the consumers by considering their lifestyles as well as divide them to socio-status subgroups (Lin, 2002). In 1994, Raaij and Verhallen segmented market substantially by three approaches which they are forward, backward, and mixing of the relationships among consumer traits and consumption patterns. Henderson and his colleague used empirical segmentation based on

brand preferences in 1998, Gralpois measured brand preference by loyalty and analyzed by Logit Regression for clustering and estimating consumers' satisfaction. Early 1990s, segmentation approaches were developed by new ways e.g. VALS, LOV, RVS (Rokeach Values Survey), APT (Association Pattern Technique), and Mean-Ends Chain technique. In addition, Lin (2002) approved that combining simultaneously such segmentation variables like demographic and psychographic variables can create important information of sub-markets. The most of researches by consumer behavior and attitude as psychographic segmentation accomplished as popular segmentation in 1990s (Harcar and Kaynak, 2008). The psychographic segmentation literature confirmed that each country has own psychographic and demographic variables because of variety ethnics and cultures. The starting point of psychographic clustering leads to lifestyles and personality values. Lifestyles are involved with activities, interests and opinions (AIO), also personality values are included internal and external traits.

The market segmentation concept as a strategy is due to social and economical traits. Haley (1968) stated that all of customers are not following same benefits from products and services, so he suggested that it's better to offer variety brands to customers. This model is known as Haley's benefit-based segmentation. Another approach is to employ lifestyle variables for segmentation which leads to psychographic segmentation in 1980s especially SRI's International project is known as VALs (Values and Lifestyles). Demographic and geographic variables complement the criteria in terms of psychographic segmentation (Beatty et al., 1988).

Ahmad et al. (2010) presented that one of the best approaches to better understanding customers is psychographic segmentation. Although the psychological traits determine lifestyles and personality values; they can generate properly information by having Demographic characters. In fact, psychographic segmentation is dividing mass market to specific submarkets that marketers can distinguish better own customers. In other words, psychographic segmentation is an approach which helps marketers for two reasons. First, it reveals homogenous submarkets. Next, it helps them to opting appropriate methods within target markets. The customers are portioned to subgroups by psychographic segmenting (Kotler, 1997). The consumers may be have common needs and wants, but different on psychological traits. Hence, the stakeholders and the investors follow opportunities to grasp customers by considering their lifestyle and personality in order to implement proper strategies.

The different behaviors through consumers cannot be described just with demographic variables or socio-economic factors, because studies of Gunter and Furham, (1992); Wolburg and Pokrywczynski, (2001) present that improving of marketing mix consequences of using standard psychographic segmentation approach. Also, psychographic variables can be measured by lifestyle variables based on VALs (Values, Attitude, and Lifestyle) and/or AIO (Activities, Interests, and Opinions). Moreover, the marketers can improve their goods and services that are based on consumer demands. According to Mitchel (1995), Psychographic is crucial for marketers and it can facilitate to find the answers the essential problems like that:

1-Which attributes of products are properly adapting towards the consumers' lifestyles?

2-Which messages of commercial can attract more consumers?

Actually, psychographic variables can be measuring and analyzing different aspects of consumers like their feelings, thoughts, reflecting, lifestyles, personalities and demographics. On the other words, it is given tools to the quantitative researchers to measure psychological dimensions of customers' situations or segments target market with common traits. Therefore, psychographic is related to internal traits of person or his/her lifestyle. Sometimes it is focused on specific area of consumer behavior and sometimes on the general issues. The variables of psychographic are chosen from standard criteria of lifestyles or personalities, and may be handmade. According to Beatty et al. (1988) psychographic criteria such as VALS, LOV, and values may be difficultly measured. Each approach has own advantages and disadvantages to analyze clustering result as segmentation, but they can give valuable information from consumer behavior.

As mentioned before Raaij and Verhallen (1994) demonstrated three approaches of segmentation that they are applied by similarities on responding consumers to specific-situation of products or services. Those segmentations are forward, backward and simultaneous. Forward segmentation starts with relating to similarities of consumption products or services, backward segmentation starts by considering of similarities of consumers' traits, and simultaneous is based on relationship between consumers' traits and situation-specific consumption patterns. It is distinguished that two categories of consumers' traits which they are general and specific. The general characteristics are demographic, lifestyle and personality, whereas specific characteristics form with their attitudes, opinions, perceptions and preferences. Those characters are determined by analyzing consumer responses towards consumption of goods or services. However, the approaches of segmentations use relationship between values and behavioral response of consumers with their traits at the domain-specific level.

Orth et al. (2004) surveyed differences between perceived criteria and benefit sought for segmentation which uses lifestyle to emanate from benefit dimensions as values e.g. quality, price, social and emotional benefits. Also, support decisions and brand selecting have opposed with preferences, lifestyle segments, demographic and behavioral variables. Marketers consider to product consumption values as communication tools between product and consumers. In fact, product or service is considered as functional benefits, whereas brands are considered as consumer perceived positive and negative emotional benefits. Psychographic segmentations can identify costs of time and money. In other words, AIO levels of consumers are given useful information like how to do in their life, when and where spent their money and time. For instance, Tam and Tai (1998) applied psychographic segmentation at Chinese Female markets in two phases which are psychographic statements and improving typology of customers. They found out psychographic variables dependent on time and circumstances of socio-economic situation and changeable.

So, a researcher should be applying rigorously existent similarities and differences among consumers.

Boedeker (1995) divided shoppers of markets to two clusters which they are modern buyers and non-modern buyers based on the levels of their satisfaction. They have similarities on socio-demographic features, but differences in psychographics features. Modern buyers versus non-modern buyers are précised in time, efficiency and convenience of shopping. The clustering method is accomplished on lifestyle variables e.g. spending time, money, and mood of shopping which measure by four factors such as service qualities, place for experiance and recreation, efficiency of buying and consciousness of products.

## LIFESTYLE

Psychographic and lifestyle traits are factors for usage products and services which can gain from environment and society situations rather than standard characteristics of person. In fact, lifestyle is a list of relationships among casual behaviors that recognize casual traits of behaviors. Life has many stages for individuals; major roles of life can be formed in different stages like wedding, finding job, education levels. Different situations and other important factors are affecting life routes in important stages. Marketers should distinguish variety stages of life and accompany values in lifestyles (Tam and Tai, 1998). Although psychographic segmentation based on lifestyle generates important information that is helpful for product positioning, perceiving multinational societies, and enhancing on international marketing; those are not stable and continuously change (Wells, 1975). The variables, which are considered as psychographic variables, have estimated variety of consumer behavior dimensions. Gonzalez and Bello (2002) stated that psychographic segmentation is used in different circumstances of products and services. They conducted to couple features as VALS and AIO.

Gonzalez and Bello (2002) stated that lifestyle as a main variable was suggested by Howard and Sheth (1969) which pointed as culture and its values, later Engel et al. (1978; 1990) carried out studying about shopping decisions which segmenting based on lifestyles, personality and evolution of psychographic. Further, Rivas (1997) offered a model that used psychographics on motivation. Generally, the criteria of markets were adjusted with kinds of setting householders and variety of consumer behaviors, therefore affecting of these broad change would be inevitable on people's lifestyles. However, the best model of segmentation would be responsible to dynamic desires or new demands through the consumers, also it should be creating balance between supply and demands. Pearce (1991) presented a model of tourism which was established on Maslow's hierarchy and tourists' motivations. Indeed, lifestyle is a psychographic construct which can be presented by individual's activations, way of thinks, kind of lives and lifecycle, and performances in responses of his/her environment stimulates. In generally, lifestyles can be demonstrated as consumers' characteristics and tendency purchasing behaviors that related to their experiences from shopping (Harcar and Kaynak, 2008). Also, lifestyle is comprised activities from spending money and time, interests like things which less or more importance

degree in customer's life and opinions which become the view of customer respect to the surrounding environment and his/her world. Hence, lifestyle variable is related to individual's knowledge that allows to his/her characteristics to combine with his/her behaviors (Gonzales and Bello, 2002).

According to study of Beatty et al. (1988), cross-national and cross-cultural are components of lifestyles which can establish lifestyle and personality of consumers. So, the lifestyle models form and use for segmentation. For example, VALS system are formed and developed from Maslow's system as hierarchical needs. Also, LOV are established by some researchers from Michigan University in 1980s that estimates nine factors of values for psychographic segmentation. LOV is more accurate approach than VALS and generate genuinely information of clustering.

Hsu and Chang (2008) searched about effect of communications among family members and lifestyles of youth on shopping behaviors. They considered two items of goods like sport shoes and clothes which are common shopping among university students. The researchers focused on ten factors of lifestyle that are related to AIO, and then clustering students leads to two clusters. Different lifestyles and personalities conduct youth in several classifies which impact on communication models. Also, they used non-hierarchical cluster analysis for clustering.

Hur et al. (2010) believed that segmenting market by lifestyle is to study of consumers' feeling and their attitudes respect to specific products. Further, it determines more details from situation of consumption patterns and satisfaction level of consumers. They pursued to survey relationship between lifestyles and specific products with high tech in order to segment. They considered appliance markets and consumption situation of females as centered householders. Also, they used AIO measuring with consumer's dietary life. Moreover, they found that standard segmentation by lifestyle facilitates decision making and/or implement proper strategy at the market, it describes behaviors that cannot be explained by other variables as well. The analysis of lifestyle segmentation estimates social changes. In addition, marketers can predict future of markets by distinguishing behaviors, feelings and purchasing behaviors.

## PERSONALITY VALUES

Lin (2002) believed that personality variables are more essential for segmentation than demographic factors. Therefore, one of the best ways to evaluate personality values is Rokeach Values Survey (RVS). Also, Personality values are due to behaviors and perceiving situations from specific product or service which different through other products and services. Hence, personal values are presented by behaviors or attitudes due from a category products and specific situations (Brunso et al., 2004). Social identity of individual is a real imagine or a reference that a customer is a part of the context from who is or how would like to be (Reed, 2002, P. 255). Villani and Wind (1975) stated that Locus of Control (LOC) has two type personalities of people which first type believe that they can control their life by themselves (Internal Orientation), while the second type believe that the external

factors (External Orientation) can affect their life. One of the recognizing factors at self-concept patterns is its confirmation of interpersonal and external aspects from social situations. When one uses from others' view or their experiences in order to achieve own goals, it is called external aspect of self-concept, whereas interpersonal aspect less impact with others' beliefs and individuals accomplish in own ways. Products and its consumption affect both external and interpersonal of self-aspects. So, the traits of products are very crucial to possess towards form and support individual's identity. Almost the customers are openness for things which help them to form their social identity. The study of Grewal et al. (2000, P.235) stated products have functions that are related to create social identity as the following aspects:

- 1-Establishing communication between a person and others,
- 2-Gradually fitting a social position to a person who uses these products,
- 3-Helping to determine a central achievement for a person.

Goldsmith (2002) considered customers that bought more apparel from markets; they attempted to achieve their desires via positive effects. Moreover, they revealed special traits as their personality and social identities. Also, they fulfilled social status by reviewing internal and external status of self-concept and want to how appeared among their friends. They acted in different ways because specific clothes gave them specific values which used their affective and cognition system. Their special traits like consciousness of product, tendency to new fashion, engaging with product, and being conductor their categories were correlated directly to the level of their shopping. Analysis of Goldsmith (2002) presented that these variables were due to their attitudes and personalities, and demographics couldn't be enough for determining factors for understanding consumers. Hence, the researcher should be taken advantage from psychological factors in order to segment target markets.

Zajas and Brewster (1995) surveyed about interpersonal success factors of managers who have more capacity. Also, they demonstrated that the managers who believed can control their different situations of organization with awareness; they have abilities to make the best strategy for transforming unstable situation to safe or high secure. The factors are LOC, self-esteem, adaptability, career involvement, and identity resolution. Self-marketing of managers is based on their abilities which comparing to other individuals mutually. Whereas people who have less score on interpersonal factors of success believe to fate and chance intervening in their pros and cons. Moreover, they cannot able to handle own situation to switching opportunities.

Values and lifestyle have become of learning from culture and social norms by personalizing. Rokeach (1973, 1979) extended lifestyle segmentation by using their different dimensions as terminal and instrumental values. Culture uses as a variable which affects social norms, values, and lifestyle to tendencies on purchasing behavior. Behavior of purchasing are considered as quickly seeking, innovativeness, consciousness-fashion, comparing shoppers, information seeking, brand loyalty, and consumers' habiting (Harcar and Kaynak, 2008). The most important feature for attracting consumers is to patronize of consumers by considering their values in the environment of products. Values are central concept of life that can influence affective and cognitive

system. Nowadays, mass media trigger special values based on psychographic variables, because of efficacy of segmentation. Global marketing cause change psychographic variables and values across the world (Beatty et al., 1988). In general, values are considered as psychographic variables which can be measured by justifying of consumer behavior respect to consuming patterns, tendency purchasing or responses to environmental stimulates. Priority and posterior of values are compared across cultures and societies, because values are stated individuals' trait patterns which different people of societies have their inherent own values (Harcar and Kaynak, 2008).

Studying of Divine and Lepisto (2005) stated that estimating comprehensively from a product or a service can be known as Value of product or service. It's important for consumers because of purchasing and satisfying that means what is receiving and what is giving? In fact, the perception of trading-off goods or service represents value of products that sacrificed by customer as paying the price. The most useful elements for benchmark of consumer's values are quality and price of goods or service. Values are considered as maintaining or supporting feelings which are important in our life. Values can be taken an important variable to measure of satisfaction consumers and better perception of consumer behavior for marketers. Therefore, shopping values are impacted with consumers' psychological states (Michon et al., 2005). So the experiences of shopping and shopping environments can be influenced on purchasing behaviors (Stoel et al., 2004). Interaction both consumers and products or services is depend on consumption experiences (Michon et al., 2008). This issue could be shown from internal and external of products' values. Purchasing almost acts as giving benefit and gratify to consumers. In that case, purchasing values can be shown as utility and hedonic aspects through customers when they have frequency experiences of shopping (Babin and Attaway, 2000). Customers who are perceived more values of excitements of purchasing and they are aware from fashion-conscious, also social values give them motivation for purchasing.

## CONCLUSION

Any time markets and customers are exposed to changing new technology and strategies which encounter new measures for factors of marketing. Changing is a concept that has become along with or counters front of pros and cons of markets. Consequently, new measures are creating new abilities which can be adapted new techniques. Further, our lifestyle and personality are not except from these changes. Psychographic segmentation is an important technique in order to adopt products through consumer needs and wants. Also, it gives valuable information from consumer's life and personality for right communication. The consequences of psychographic segmentation are important for stakeholders, because they can tailor their strategies based on their customers' desires. Moreover, they can determine different target markets and different product groups to compete at the markets. Further, they can save energy and time as cost in their share marketing. In other words, the psychographic segmentation reduces the cost of advertisings and increases

the profits from adapting strategies on consumers' needs and wants.

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