

## UNIT 2

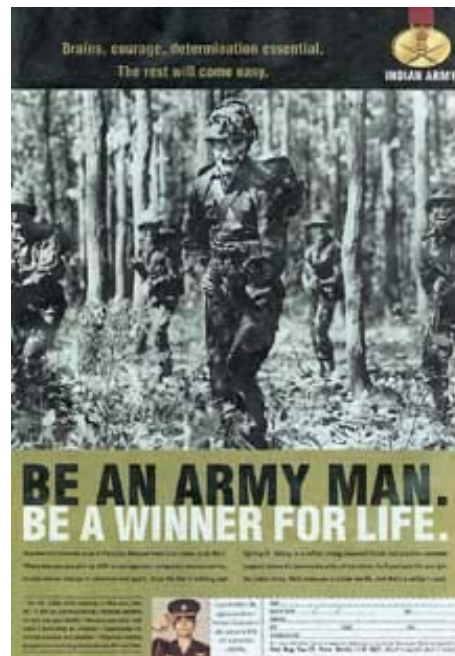
## Integrated Advertising Program

### CHAPTER 3: Analysis of Mission & Market

#### Lesson 11: Understanding Segmentation.

#### Learning Objectives

- You will understand via this lesson the need for segmentation
- The segregation on the basis of the target market.
- Understand the bases of segmentation.
- Demographic & Psychographic Segmentation.



Did you notice the coupon on the above advertisement? Make sure you keep that in mind. Well, now we shall proceed to segmentation. A market is defined as individuals, organizations with purchasing power, and desire/ willingness to purchase. Markets can be categorized based on the buyers as follows:

*Producers market* trade in raw material, equipment, supplies, machines etc.

*Reseller market* trade in finished goods, services from producers

*Consumer market*: refers to market where end consumer buys the products for personal or household use. Consumer market can be bifurcated into durables and non-durables markets. The non-durable products are also known as fast moving consumer goods.

The principal means of classification are:

- (a) By **geographical spread**, such as national, regional and local
- (b) By **target group**, such as consumer advertising, industrial advertising or trade advertising
- (c) By type of **impact** such as
  - (i) Primary demand or selective demand advertising,
  - (ii) Direct or indirect action advertising, and
  - (iii) Institutional advertising.

**Markets comprise of heterogeneous segments of consumers.** Market segmentation refers to process of **identifying a group of buyers** with similar buying desires and requirements. The marketer with a distinct marketing mix targets each segment.

Companies, whether they are big or small experience a similar challenge. In such a confused situation, 'Segmentation' comes in handy! Segmentation is defined as the process of dividing a market into distinct sub-sets of consumers with common needs or characteristics and selecting one or more segments to target.

Segmentation is the first step in a marketing strategy. Once marketers divide the market into various groups, they can then select their 'targeted segments' and design products that suit their requirements. *For instance, companies like BPL have resorted to market segmentation as a strategy to beat its competitors. Its products like: BPL Loewe (digital designer televisions for the premium-end of the market); Matrix Flatscreen TV (for technology lovers); Studioline (who are performance seekers); and Prima (for the lower-end of the market) are a case in point.* Each of them has been designed to cater to the requirement of a particular segment.

## **Basis of Segmentation**

The first step in developing a segmentation strategy is to identify the basis on which the market segmentation is done. There are eight categories of customer characteristics that form the basis for segmentation. The categories are:

**1. Geographic segmentation:** The market is divided according to the location. The classification is based on the assumption that people living in the same area share similar habits and wants. However, there's a difference in the purchasing patterns of the consumer living in urban, semi-urban, and rural areas. For instance, as an Electrolux dealer, having a showroom in Hyderabad, you can advertise your company in and around Hyderabad via local newspapers, TV, radio, and other magazines.

On the basis of geographical spread, advertising can be classified as (a) **national**, (b) **local** and (c) **global**.

(a) **National Advertising:** Some manufacturers may think that their target is the entire country. They select media with a countrywide base. Generally large, established firms belong to this category. Among them are Hindustan Lever, Brooke Bond, Larsen & Toubro, Escorts, Associated Cement Companies and the like.

(b) **Local Advertising:** Small firms may like to restrict their business to State or regional level. Some firms first localize their marketing efforts and once success has been achieved, they spread out to wider horizons. A classic example is Nirma washing powder, which initially was sold in Gujarat and subsequently entered the other markets. Retail stores also undertake local advertising the area to be covered would generally be a city or a town and media would be selected *t* principally relates to that area. In recent years, several magazines have appeared which focus on a particular city and are of direct relevance to its inhabitants like the *Bombay* and *Iskllld*.

Sometimes large firms may also go in for local advertising, e.g., when they undertake pretest of a product, especially consumer product in selected areas before embarking promotional campaign on a national level.

(c) **Global Advertising:** Multinational firms treat the world as their market. Firms like National, IBM or Sony or Ford advertise globally, e.g., in periodicals like Times, Reader's Digest.

However, with the increase in the popularity of the television and satellite communications, marketers strongly believe that the geographic segmentation can be replaced by a single global marketing strategy.

**2. Demographic segmentation:** The segmentation is based on characteristics like age, sex, marital status, income, occupation, and education. It's the most accessible and cost-effective way to identify your target market.

**3. Psychological/psycographic segmentation:** Psychological characteristics refer to the inner qualities of a person. For instance, consumers are divided on the basis of their needs and motivations, personality, perceptions, learning, level of involvement, and attitudes.

As an executive dealer you can provide a questionnaire to the people residing in the area with questions like: Do you like book reading or not? How often you go out for movies and picnics? What channels do you prefer watching etc. Depending on these questions you can segment the consumers and offer products that matches their lifestyle.

**4. Sociocultural segmentation:** This is another basis for segmentation. Markets are divided depending on factors like family life cycle, social class, cultural values, and cross-cultural affiliations. Culturally distinct segments offer excellent growth avenues for marketers. However, care should be taken while advertising the products. For instance, if you are selling the Whirlpool refrigerator with the 'instant cool' feature, sell it as a means of convenience for a workingwomen family. However, the same should appeal as a 'status symbol' for the upper class.

**5. Use-Related segmentation:** It's the most popular method of segmentation. Consumers are divided into different categories depending on the product, service, or brand usage characteristics like the rate of usage (consumers are divided depending on the number of

times they use a product); Awareness status (Consumers are divided based on their knowledge level of a product. For instance, if a consumer instantly recalls all the features and models available/ yet to be launched in the market, his awareness level is high); and brand loyalty.

**6. Usage-Situation Segmentation:** This classification is based on the products/ services that the consumer uses depending on the situation. For instance, if you buy red roses to your wife on her birthday, you fall under one category.

**7. Benefit-segmentation:** The market is divided into segments depending on the benefits of the products. This sort of segmentation is used to communicate the product features to consumers. For instance, Bausch and Lomb advertises its disposable lenses as a form of convenience.

**8. Hybrid segmentation:** Instead of sticking to one particular segmentation style, marketers combine one or two segmentation variables and arrive at another segmentation. This style is referred to as Hybrid segmentation.

Coming back to the Target advertising on the other hand is:

Segmentation on the basis of target groups aimed at, advertising can be classified as –

**(a) Consumer Advertising,**

**(b) Industrial Advertising,**

**(c) Trade Advertising,**

**(d) Professional Advertising.**

**(a) Consumer advertising:** A very substantial portion of total advertising is directed towards the consumers who purchase them either for their own use or for their household. The main point to be remembered here is that buyers of consumer items are generally very large and are widely distributed over a large geographical area, which enhances the importance of advertising as a marketing tool. Looking into at random any general print media, such as newspapers, magazines etc, can see such advertising. These

advertisements are intended to promote sale of the advertised products appealing directly to the buyers/consumers. Such advertising is called consumer advertising.

(b) **Industrial Advertising:** Industrial advertising on the other hand refers to those advertisements, which are issued by the manufacturers/distributors to the buyers of industrial products. This category would include machinery and equipment, industrial intermediates, parts and components, etc. Because of the unique characteristics of industrial buying decision process, the importance of industrial advertising is comparatively lower than that of consumer advertising.

(c) **Trade Advertising:** Advertisements, which are directed by the manufacturers to its distribution channel members, such as wholesalers or retailers, are called *trade advertising*. The objective of such advertising is to promote sales by motivating the distribution channel members to stock or to attract new retail outlets.

(d) **Professional Advertising:** There are certain products for which the consumers themselves are not responsible for the buying choice. The classic examples are pharmaceuticals where doctors make decision while the consumers are the patients. Almost similar situation exist in the field of construction where architects, civil engineers and contractors are the decision makers. Firms operating in such market segments, therefore, have to direct their advertising to these decision makers, who are professional people. Such advertising is called *professional advertising*.

With increasing competition, players try out to carve separate niche, which leads to greater segmentation of the market. As each brand needs significant investment for launch as well to sustain equities, the plethora of brands become unmanageable. The process of restructuring and cost engineering results in consolidation and phasing out of weaker brands and thereby reducing the market segmentation.

Segmentation as a tool is effective in understanding the consumer and the market associated with your brand. Only a proper understanding of it will give you an understanding as to how to make your advertising campaign.

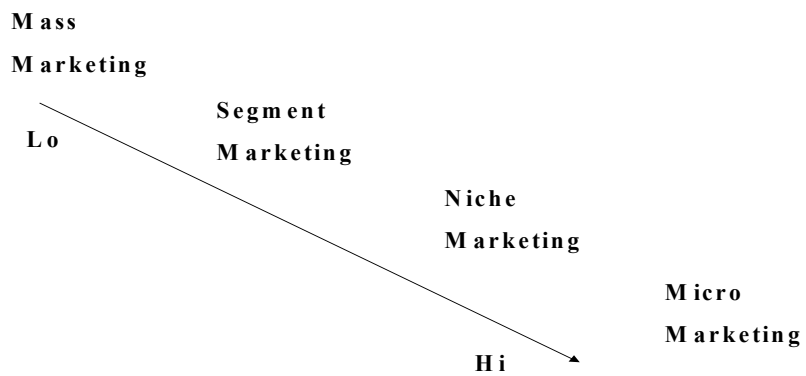
## Segmentation

- It is the dividing of a market into distinct groups of buyers on the basis of needs, characteristics, or behavior who might require separate products or marketing mixes.

## Segmentation

- Identify bases for segmenting the market
- Develop segment profiles

## Levels of Segmentation



## Segment marketing

- Isolating broad segments that make up a market and adapting to match the needs of one or more segments

## Niche Marketing

- Focusing on sub-segments or niches with distinctive traits that may seek a special combination of benefits.

## Micro Marketing

- The practice of tailoring products and marketing programs to suit the tastes of specific individuals and locations – includes local marketing and individual marketing

## Local marketing

- Tailoring brands and promotions to the need and wants of local customer groups – cities, neighborhoods, and even specific stores.

## Individual Marketing

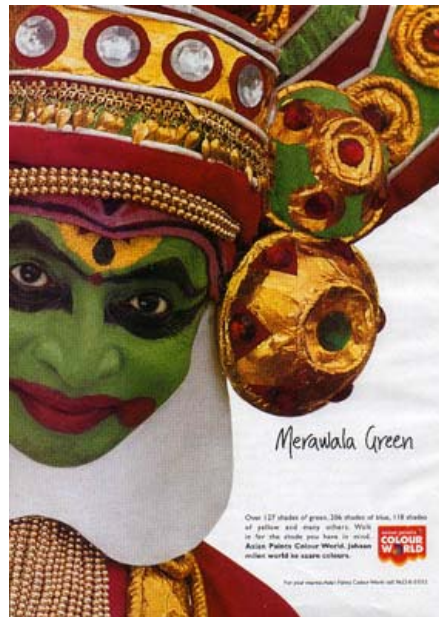
- Tailoring products and marketing programs to the needs and preferences of individual customers – also labeled one-to-one marketing, customized marketing and markets –of-one marketing.

## Types of Segmentation

- Geographical: India, Delhi, Lajpat Nagar
- Demographic: 24 Yrs old Married woman working and earning 15K P.M, is an MBA
- Psychographic: Upper class, golfing, CEO.
- Behavioral: Rohit is a Regular shopper, believes in Quality, Brand loyal and likes to wear those brands which exudes Positivity.



**Demographic Segmentation.**



**It is the division of the market into groups based on certain demographical variables such as:**

- a) Age
- b) Gender
- c) Income
- d) Geographic location
- e) Usage

- f) Occupation**
- g) Education**
- h) Generation**
- i) Family size**

**The basis of this type of segmentation is:**

- 1. That the groups of buyers are not being served well presently by competition, and are therefore likely to try the brand advertised (eg. Life Insurance advertisements focusing on the young salaried class instead of stereotyped older generation)**
- 2. That the buyers are large enough, or growing in size (eg. Advertisements for women office wear)**
- 3. They are most likely to respond positively to the benefits offered by the brand advertised (eg. Advertising luxury to the existing high-end brands of car owners).**

**Let us take the above demographic variables one by one:**

### **Age**

A very basic but useful a priori demographic segmenting variable is *age*. People often seek different features or benefits depending upon their age (and, relatedly, their family life-cycle stage). Consequently, people in different age groups often differ in which brands they prefer within a product category, and it is sometimes possible to target particular brands at particular age groups. Researchers have found that a person's "cognitive age" is a much better predictor of purchase patterns than "actual" (chronological) age. For instance, a forty-year-old man may still feel as if he was in his thirties, in terms of interests and activities. Therefore, it is useful to learn as much as possible about prospective target segments.



**The questions you should be asking yourselves are:**

What kinds of products and services will your target age group want to buy, what kinds of features will they seek, what kinds of advertising appeals and personalities will they be most responsive to?

The answers to the above will give you a fair amount of insight into the designing of your offering to the particular age group.

For example, the advertisements for cosmetics will invariably show a young woman even if it aims at marketing at all the age group. ‘I am a complan girl’, is an advertisement focused at the young teens & adolescents, where as an advertisement about liquor is about a matured age group.

So segments of different age groups often need different advertising approaches, both in terms of message and execution. Some advertisers argue that today's teenagers, used to rapidly edited music videos, also need ads with such quick-cut, "jazzy" shots' to have any hope of appearing "cool". Both young children (under age five), and elderly (over sixty-five) consumers have special needs in the way information is communicated to them, because of differences in the way they process information compared to other consumers.

**Gender**

Much research suggests that men and women process information from ads differently.

For instance, it has been shown that women process more detailed information than do men, possibly because they are more attuned to paying attention to external cues than men are (they are but generalizations!). The woman manager who headed Nike's marketing campaigns to grow its women's markets agrees, and claims that women are:

- 1. More discerning buyers than men, and**
- 2. That they research many products and weigh several factors before they buy.**
- 3. Women unlike men-find ads using celebrity endorsements to be unpersuasive because they don't like being preached at.**
- 4. Women are responsive instead to ads that portray women as powerful, capable people who hate being told they can't do things simply because they are women.**

### **Income**

Another useful a priori demographic variable is *income*. Not surprisingly, higher income households tend to be less price-sensitive, placing a higher value on buying higher-quality merchandise. Because of the growth in dual-income households, there has been a dramatic growth in the proportion of total spending in the economy coming from such households, implying that the market for high-end products and services should increase substantially.

It is seen that low-income people prefer beedis for smoking. Middle-income buyers smoke Wills Filter, and high-income buyers like 555 cigarettes.

Even sometimes the choice of celebrity endorser is considered while targeting at a certain income category. Amitab Bachchan for Parker Pen and not Govinda.

### **Geographic Location**

Geographic location can often provide the basis for an effective a priori segmentation strategy. A firm with modest resources can dominate, if it so chooses, a small geographic area. Its distribution within the limited area can be Internet. Local media such as newspapers or spot television can be employed, and it is possible to buy space in regional editions of major national magazines. In fact Coca Cola with the inclusion of different

Indian cultures in their advertisements with Amir Khan is a wonderful example of “think globally and act locally”.

In recent years, it has become increasingly possible to learn something about a company's target consumers simply by knowing the postal zip code in which they live. Census-based demographic data on households has been analyzed by various companies to yield "average profiles" for households in different segments, or groups, of zip codes. In fact the cities and towns in India have been classified on certain basis. So a classification of Delhi might be classified as belonging to the same cluster as the classification of Mumbai, because they are very similar to each in terms of their scores on these variables. An advertiser can examine these scores of each classification cluster and identify which ones are most likely to respond to an advertising or direct marketing effort.

### **Usage**

A natural and powerful a priori segmentation variable is product-class *usage*. Who are the heavy users of the product or service? In many product categories, the heavy users (who are usually 20 to 30 percent of the users) account for almost 70 to 80 percent of the volume consumed: this is sometimes called the "80:20" rule. It is obviously extremely valuable for a brand to have most of its users from the heavy-user category, for that should lead to disproportionately higher share of units sold.

One segmentation scheme might thus involve heavy users, light users, and nonusers. This particular segmentation scheme is likely to be useful wherever the focus is on building up the market. Each person is classified according to usage, and a program is developed to increase the usage level. The segments defined by usage usually require quite different marketing programs. So a program tailored to one of these segments can generate a substantially greater response than would a marketing program common to all segments. Of course, designing and implementing several marketing programs is costlier than developing one, but the resulting market response will often be significant enough to make it worthwhile.

A somewhat different aspect of usage segmentation is the possibility that consumers may seek different benefits from the same product (e.g., soft drinks) depending on the nature of the usage-occasion (e.g., social use versus food-enhancement). Different ad campaigns to address these different occasion-based segments are therefore also possible.

### **Occupation**

We have the professionals who are MBAs, CA, etc; we have the Technical, the Government servants, businessman, farmers, and housewives, unemployed, the list seems to go on. Of late there are insurance firms who are targeting at the housewives and even at the unemployed to sell their policies.

### **Education**

The different academic qualification would mean how people are receptive to the content of the advertisement. The school going kids would be able to grasp any advertisement given by an IIT coaching institute. Whereas the graduates and the postgraduates would grasp the ads which would offer them a job or a professional course. This type of advertising is especially there in recruitment advertisements.

### **Generation**

Pepsi with its ads on 'Gen X', were able to understand the relevance of generation advertising. Be it the baby boomers of the 60s and the high energy level Generation Y, the brands and the companies' focus on certain generations for marketing their products. Each set of generations has their own values, beliefs and attitudes and focusing on these variables the brands could be positioned towards them.

### **Family Size**

Following are certain classifications and the type of products that they are likely to purchase:

- **Young & single:** Personal consumption items, entertainment, bikes, clothing and love to go on a vacation.
- **Newly married couples:** Households durables like furniture, TVs, refrigerators, etc.
- **Young married with child:** Toys, medicines, tonics, baby food, formula milk, etc.
- **Older married with children:** Food products, music, educational services and wide variety of other products.
- **Older married with dependant children:** Rational purchases more on replacement buying.
- **Older married with no children:** Self-education, saving schemes, hobbies, luxury appliances, magazines, health products, etc.
- **Old single retired:** Economic lifestyle, healthcare and other services and have budget constraints.
- **Young married with child dual income:** Convenience goods like washing machines, microwave ovens, costly garments for the kid along with games. Expenditure on instant food and crèches, etc.
- **Single parent families:** Buying physical, psychological and financial securities, like insurance, alarms, boarding school expenses.
- **Divorced:** Money saving products, rental housing, childcare, time saving appliances, etc.
- **Older people married or single:** Cash poor and health conscious. They need security and recreation.
- **Middle age:** Children's lesson on dance and music, dental care, furniture, autos, houses, dining out, etc.
- **Middle aged with no children:** Luxuries, travels, gift products, etc.

**This is one of the segmentation variables to be considered while understanding the target audience. The other one equally important is the Psychological segmentation, which we shall study in the next lesson.**

## Bases of Demographic Segmentation

- Age: 18yrs – 24yrs.
- Gender: Male / Female
- Family Size: Young, single
- Family Life Cycle: 1-2
- Income: Less than 1,20,000 P.A
- Occupation: Manager

## Cont...

- Education: MBA
- Religion: Hindu
- Race: Asian
- Generation: Generation X
- Nationality: Indian

## Psychographic Segmentation



A person's pattern of interests, opinions, and activities combine to represent his or her *lifestyle*. Knowledge of lifestyle can provide a very rich and meaningful picture of a person. It can indicate whether the person is interested in outdoor sports, shopping, culture, or reading. It can include information concerning **attitudes** and **personality traits**. Lifestyle also can be used to define a segment empirically; this is often called *psychographic* (as opposed to demographic) segmentation.

Lifestyle is particularly useful as a segmentation variable in categories where the **user's self-image is important, such as fragrance**. As an example of lifestyle segmentation in fragrances, Revlon's Charlie cosmetic line was targeted at a lifestyle segment profiled as follows:

- . **Is irreverent and unpretentious.**
- . **Doesn't mind being a little outrageous or flamboyant.**
- . **Breaks all the rules.**
- . **Has her integrity based on her own standards.**
- . **Can be tough; believes rules are secondary.**
- . **IS a pacesetter, not a follower.**
- . **IS very relaxed about sex.**
- . **Is bored with typical fragrance advertising.**

**. Mixes Gucci and blue jeans; insists on individual taste, individual judgment. . Has a sense of self and sense of commitment.**

Various typologies of consumers exist that use personalities, values, lifestyles, and attitudes as variables, among them **VALS** and the more recent **VALS 2**, values and lifestyles typologies.

In its first version, VALS focused on the distinction between *inner-directed consumers*, driven by their convictions, passions, and need for self-expression, and *outer-directed consumers*, driven by their responses to signals from other people. Using this distinction, it grouped people into nine categories (called **Survivors, Sustainers, Belongers, Emulators, Achievers, I-Am-Me, Experiential, Societally Conscious, and Integrated**s).

VALS 2 uses the additional classifying dimension of the "resources" people have (education, income, etc.) to create eight categories (called **Fulfilleds, Believers, Achievers, Strivers, Experiencers, Makers, Strugglers, and Actualizers**).

**So why VALS ?**

Today, most marketers in India use segmentation models based on Demographics, Geo-demographics, SEC data & Benefits and usage. However, these models are still inadequate in their description & analysis of a person since they generate only isolated fragments.

This is where *Values And Lifestyles* segmentation plays such a pivotal role. Because lifestyle characteristics and values provide a rich view of the market and a more lifelike portrait of the consumer, they meet the demands of management practice for increasingly sophisticated and actionable marketing information. The basic premise here is therefore - the more you know and understand about your customer the more effectively you can communicate and market to him.

## **Values And Lifestyles**

A **Value** refers to a single belief that transcends any particular object, in contrast to an attitude, which refers to beliefs regarding a specific object or situation. Values are more stable and occupy a more central position in a person's cognitive system. Values are determinants of attitudes and behavior and provide a stable and inner oriented understanding of consumers. Values within a system refer to a wide array of individual beliefs, hopes, desires, aspirations, prejudices etc. Values provide potentially powerful explanations of human behavior as they serve as standards or criteria of conduct. These tend to be limited in number & are remarkably consistent over time. The value construct can therefore be used to segment the population into homogenous groups of individuals who share a common value system.

A **lifestyle** is a distinctive mode of living in its aggregate and broadest sense. They deal with everyday behaviorally oriented facets of people as well as their feelings, attitudes, interests & opinions. It embodies the patterns that develop and emerge from the dynamics of living in a society.

**Value and Lifestyle segmentation unlike traditional segmentation begins with people instead of products and classifies them into different types, each characterized by a unique style of living - it then determines how marketing factors fit into their lives. This perspective provides a three-dimensional view of the target consumer.**

### **The Inception And Evolution Of VALS.**



**VALS is a relatively new concept, pioneered by SRI International, a Management Consulting firm in California that conducted a nationwide survey of the US consumers based on values and lifestyles first in 1979. This model was later modified in 1989 and renamed VALS-II, which segmented the American consumers into 8 consumer profiles.**

Some of the **uses** to which **Values and Lifestyles segmentation** has been put are:

**To identify whom to target and find niche markets much more easily.**

**To locate where concentrations of your target group lives.**

**To gain insight into why the target group acts the way it does.**

**To improve and introduce products that speaks to customers' values.**

**To target the marketing and advertising campaigns more effectively and accurately.**

**To position products more accurately in the marketplace.**

The '**Rokeach Value System (RVS)**' is a universally accepted and reliable tool to test value systems of people. The RVS classifies values into **Instrumental** and **Terminal** Values.

**Instrumental** Values are everyday **ideal modes of behavior**. For example values like **Ambition, Cheerful, Honest, Imaginative, Logical and Polite** are Instrumental Values.

**Terminal** Values are **ideal end states of existence** that an individual aspires to have. **Comfortable Life, Equality, Family Security, National Security, Pleasure and Wisdom** are Terminal Values.

We must however understand that this type of segmentation either singly or in combination with demographic segmentation divides the buyers on the basis of:

- **Social class: For example: Lower class, Middle class and Upper class.**
- **Lifestyle and/or personality traits.**

**Lifestyle segmentation is all about the mode of living of the buyers.** Products often sold by this approach are cars, women's clothing, cigarettes, alcoholic beverages, cosmetics and furniture. You could have two types of spots where automobile marketing is concerned.

- Small family car emphasizing safety, compactness and economy.
- Sport minded individuals who love maneuverability.

One such approach to measure the segment is through AIO inventories, which is Activities, Interest and Opinions.

You have the following categories under the heads:

- Activities: Work, liking, hobbies, recreation, entertainment, shopping
- Interest: Job, home, food, media, community.
- Opinions: Culture, social issues, politics, education.

By combining the demographic variables along with AIO we could get an example of a lipstick user as:

‘Someone younger, better educated, working woman who is appearance conscious, cosmopolitan and future oriented.’

Media selection and advertising content could easily be framed. In addition we can identify likely uses of related products that is the products, which are consistent with this lifestyle.

### **Personality**

Marketers have identified personality variables to segment the market. Motor-cycle buyers can be identified as 'independent, impulsive, macho, ready to change, confident people.' 'Charms cigarettes are smoked by young people who love the spirit of freedom.' Lipsticks are for 'young, out-going, beauty-conscious women.' Other products, which cater to personality traits, are liquor and insurance. The marketers try to adjust the brand's personality to the personality, traits of buyers for whom it is meant. Consumers of different brands are subjected personal preference tests to measure their different needs, and the differences in personality traits are recorded.



**Personality characteristics, especially the self-image that ideally should correspond to the brand-image, are the basis of advertising appeals made to certain types of personality. Other personality characteristics used are changeability, adaptability, thriftiness, prestige consciousness, self-confidence, masculinity, conservativeness and sentimentalism.**

Since it is difficult to reach targets on the basis of traits like sociability, self-reliance or assertiveness, the classifications based on slots as given above become useful.

We shall include a few other segmentation techniques, which to an extent could be a part of psychographic understanding of the buyers. The need is to understand segmentation from all angles rather than understanding it from a single point of view.

**Behavioral Segmentation:** In behavioral segmentation, buyers are divided into groups on the basis of benefits sought from the product, user-status, usage-rate, loyalty-status, attitude and readiness to use state. With in this let us understand the study of Attitudes.

### Attitudes and Benefits

Attitudes, preferences, and many related psychological constructs such as motivations, perceptions, beliefs, product benefits, and so on, can also be used to segment markets through the second empirical segmentation approach. Consumers differ in the "need" for which they buy the same product, so the fact that buyers will tend to place different degrees of importance on the benefits obtained from that type of product leads logically to the fact that they represent different segments.

The idea of segmenting on the basis of important attributes has been termed *benefit segmentation* by Russell Haley. For example, lowest price, durability, use on special occasions. In the case of toothpaste we could use elements like flavor, price, product appearance, brightness of teeth and decay prevention.

Considering the different advertising approaches that will be appropriate for each segment sees the value of benefit segmentation for advertising. The following chart will give you a good understanding of the subject matter.

Whether it is demographic study in the previous lesson or behavioral and psychographic analysis in this lesson, we must learn to integrate in order to understand our buyer all the more clearly.

<b>Benefit Sought</b>	<b>Demographic Characteristic</b>	<b>Behavioral Characteristic</b>	<b>Psychographic Characteristic</b>	<b>Favored Brand</b>
Low Price	Males,	Heavy users	Price-conscious Independent	Babool
Decay Prevention	Big Families	Heavy users	Traditional Health-conscious	Pepsodent
Brightness of teeth	Teenagers Youngsters	Smokers	Outgoing Fun loving Active	Colgate Promise
Good	Children	Mint lovers	Self-involvement	Colgate

Flavor				
Mouthwash	Youngsters Teenagers	Want intimacy and togetherness	Self-involvement	Close-up Gel
Gentler Toothpaste	Children Between 2'2 To 7'12 years	Loves to taste	Fun Dependent on mother for good habits	Just for Kids
Fresh Breath Whiter Teeth Germi Check	Families	Multiple benefits	Value for Money	Aquafresh

## Bases of Psychographic Segmentation

- Social Class: Upper – Middle Class
- Lifestyle: Achiever
- Personality: Ambitious