

# LIFESTYLE AS A PSYCHOGRAPHIC SECTIONALISATION & CONSUMERS CATEGORISATION FOR EFFICACIOUS MARKETING

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## ABSTRACT:-

This study is emphasizes about the importance of lifestyle and its influence on the consumer's purchase behaviour. The main objective of this study is to examine the association between the consumers' general life styles and their consumption pattern. The final goal is to find a small group of people with the highest likelihood to buy products or services. It is called a target market that is the audience towards whom all marketing efforts should be done.

There is an attached link between lifestyles and social class, marketers are more closely to identified lifestyles with psychographics and therefore with psychological sectionalisation. Evidence from an ongoing national study of consumer lifestyles will be used to demonstrate how consumer lifestyle sectionalisation can be used to reflect structural inequalities within society. The ability of lifestyle measurements to evolve and adapt will be illustrated. Lifestyle sectionalisation is found to be related to, but different from, class and the term psychographics is arguably redundant.

Market orientation is about to understand and respond the consumer needs. Consumer needs are heterogeneous which means that different consumers have different needs. The key strategic marketing tool driven by the inspiration to understand consumer needs, thus ensuring market orientation, is market sectionalisation. Market sectionalisation also accounts for the fact that in most of the markets consumers differ in their needs.

**KEYWORDS:** - Consumer, Efficacious Marketing, Psychographic, Sectionalisation, Life Style

## INTRODUCTION:-

**Psychographic Sectionalisation** is defining as a study & categorisation of people according to their viewpoint, aspirations, and other psychological criteria, especially in market research.”

Psychographic sectionalisation is determined as the process of targeting the whole market on the basis of targeted customers psychology, personality, characteristics, way of living & attitudes etc. Psychographic sectionalisation will help to recognize people on the basis of the way they are thinking & the style of life they wish to live. This Sectionalisation method more focuses on the psychology of the consumers, Such kind of marketing activities done by the marketers as a part of their marketing strategy.

Psychographic is an analysis of consumer's lifestyle for to create a detailed customer profile. Market researchers are conducting psychographic research by asking customers to agree or disagree with the activities, interests & opinions statements and results of this exercise will be combined with geographic (residence or place of work)

and demographic (occupation, age, education, etc.) characteristics for to develop a more realistic portrait of the selected consumer segment.

**Lifestyle Sectionalisation** is a sectionalisation in which the consumers are categorized as per their lifestyles. Marketers are using lifestyle sectionalisation and do research as a planning of their products & services so that they can effectively satisfy the needs of the consumer according to their lifestyles. Such kind of sectionalisation is also dominant to take a decision about what is conveyed in advertising about the product or services to the earmarked customers.

The main important motive of lifestyle sectionalisation is that to know better about your consumer lifestyles, it is important in delivering the services according to the need of customers & good quality products based on consumer preferences & interests.

Lifestyle is a living standards of individuals, families and societies in which they obvious in coping with their physical, psychological, social, and economic environments on a day-to-day basis. Lifestyle is communicated in the terms of activities, values, attitudes, opinions, interests and income proportion of the customers. It also reflects the person own image or their own self notion. Lifestyle is an amalgamation of needs, wants and encouragement which effects by the factors such as reference groups and social class, culture & family. The analysis of consumer life styles (psychographics) is an important factor in determining how consumers make their purchase decisions.

#### **OBJECTIVES OF THE STUDY:-**

- To study the consumer's behaviour in the market.
- To become aware about the requirement & process of effective sectionalisation in the market.
- To know about the importance of Sectionalisation process.
- To understand the factors influencing Lifestyles.

#### **RESEARCH METHODOLOGY:-**

The study focuses on wide range of secondary data collected from various books, National & International journals, Publications from various websites and journals which focused on various aspects of Psychographic Sectionalisation & Consumers Categorisation for Efficacious Marketing.

#### **Requirements for Effective Sectionalisation:-**

An effective sectionalisation of the market depends on various factors like firm's ability to reach out to the segment and its ability to sustain its marketing efforts. Following are the factors which shows the requirement for effective sectionalisation.

##### **1) Considerability**

It focuses on the market segment in such a way that the marketers can earned the return on investment very quickly. Ideally, in such kind of sectionalisation a large number of segments targeted who has a good capability of earnings.

##### **2) Measurability**

The variables which are used for the sectionalisation of the market it should be easy to understand and assessable. Also the variable should contribute to determining the prospects for growth in each segment.

### 3) Accessibility

This refers to a firm's ability to reach very effectively & attractively in to the market segment through various promotion and distribution channels. The marketer should develop a marketing mix and have to study about the factors influencing buyer behaviour in terms of individual & group behaviour and family lifestyles.

### 4) Actionability

This segment exhibit variations in the market behaviour and respond differently to marketing mixes that are designed on an individual basis. It also refers to the ability of the firm's to effectively design and manage marketing mixes in order to serve and attract different kind of segments.

#### Process of Market Sectionalisation:-

##### ➤ Identifying Customer Segment

Customers can be identified on the basis of geographic, demographic, psychographic and behaviouristic characteristics. Identifying customers segments help the marketers in designing, delivering, promoting or pricing the services for each segment. It's also helps to identify the marketing mix for each segment. Each segment may have different preferences while some may be price oriented, others may be brand oriented or quality oriented. Therefore marketers should find the existing resemblance in the purchasing pattern of the target segments.

##### ➤ Developing Measures for Structural Attractiveness

It involves analyzing the segments on the basis of their size, profitability, growth potential and purchasing power. Estimating of each segment on the above bases will help marketers to select and invest in such kind of segments that can fetch the best results for the organisational firm.

##### ➤ Selecting Customer Segments

In this stage of sectionalisation process it involves developing the profiles of the customer segments and analyze for profit and growth potential. It also includes developing products or services and their marketing mix that match the users' profile.

#### Lifestyle as a Psychographic Sectionalisation:-

The life which a person wants to live or he is presently living it will help in understanding their lifestyle. Lifestyle sectionalisation will become helpful to understand the people with their alike preferences or their interests.

Companies are making products to satisfy the requirement & desires of their targeted customer. There is a persistent demand from customer to purchase a new product and this demand will keep on changing with age & income of the people. This is directly related to the human psychology. Thus, if a company is able to understand the purchaser's psychology, than it can effectively target them with the better products and services.

## **Importance of Sectionalisation on the basis of Lifestyle:-**

Psychographic sectionalisation helps for to construct our products or position them in a market in such a way that it makes them more appealing than competitor's products. Creating perceptual maps will become more helpful to understand how consumers see our brand and allow us to position our brand for maximum benefit.

It will become helpful for a company to know the actual requirements of consumers by studying their psychology, attitudes & lifestyles. Psychographic sectionalisation is especially required if a company wants to offer target segmented and customized products or services to the customer. Since it is giving more insight about the customer, this sectionalisation is superior than simply using demographic or geographic sectionalisation. Along with behavioural sectionalisation, psychographic sectionalisation can help completely understand the customer behaviour, attitude and personality.

## **Factors influencing Lifestyle:-**

So many segments become popular in retail sector but one of the most accepted segment is a lifestyle segment. Everyone has disparate clothing habits bases on their own way of living. The customer might be school students, college students, office employees or others. According to the manner of living of the people it shows that actually at which stage customer stands in his life series. Similarly, the lifestyle of rustic area purchasers might be different from city areas purchasers.

### **1) Activities, interests & opinions**

People lifestyle is also affected by their activities, interests and opinions and purchasing behaviour. Different customers might have their own different interests. May someone would like the Harry potter books and other might like Lord of the rings. But both of them like reading. Likewise consumer Activities, interests and judgements are telling us so many about a customer's persona & psyche condition.

### **2) Usefulness, viewpoint and way of living**

Each of us carries a cultural value innate because we were raised at that place. Our bringing up also plays a vital role to our lifestyle. As a result, each consumer has their own distinct significance, point of view and way of living.

### **3) Social class**

Different consumers fall in different social classes. Mostly it depends on their purchasing power. The purchasing capacity is affected by the customers economically condition as well as his spending habits. The consumer will always purchase those items which suits to his/her social status.

### **4) Personality**

Personality in psychographic sectionalisation is dependent on both – way of living as well as social status. A person will have an affluent personality only if he has lofty purchasing power as well as the taste in clothes to



maintain such a lifestyle which is known as Brand personality. The reason for that is the different brands target different persona.

### REVIEW OF LITERATURE:-

**Gunter and Furnham, 1992** have examined about the psychogenic variables which derived from two types of predominant customers. They are the profiles of personality and the profiles of lifestyle (psychographic). Such kind of profiles is mainly used as an alternative of demographic and geographic when it doesn't provide an adequate perspective of the behaviour of consumers. The conventional topographical and statically bases like age, sex & income capacity of customers are providing the seller with availability to customer segments.

**Elizabeth Bell (2016)** in her five sets of Consumer Sectionalisation she stated that Psychographic sectionalisation is less definite than both demographic and geographic customer sectionalisation, because the features which are used to sectionalize the market as a psychographic sectionalisation are less tangible than demographic and geographic sectionalisation. According to her Psychographic sectionalisation she segregates the market on the basis of way of living, social class, values, & personality. Such kind of consumer sectionalisation is remarkably more strenuous for to implement than geographic or demographic sectionalisation. If the marketers want to target the market very effectively on the basis of psychographics, than they must have to know about their present and previous consumers. By doing this it can be understand that how's the purchaser personality towards the product or services of the selling firm.

**Dibb and Simkin, 1996** introduce about the sectionalisation process. According to him in sectionalisation process the second stage is market targeting. If once the marketer has distinguished the target segments, he should have to decide that on which kind of consumer groups and which kind of consumer segments he want to target. By taking a decision that on which kind of customers the company mostly wants to target & on the basis of the company should have to select one or a combination of the marketing strategies.

**Armstrong and Kotler, (2005)** nicely explain about the consumer's needs and their wants which is changing with the age. Therefore nowadays some companies are using age and life cycle sectionalisation, where age and the life cycle decide the perspective of the market. Use of telephones like landline and mobiles as an example for the marketers which must have to observe that the people with 70 years of age are using a landline phone as a conversation medium because they don't have knowledge about how to use mobile phones, while others like youngsters & Adults are only using mobile phones. Thus, the marketers who are using the age and life cycle sectionalisation they must have to be so careful to conserve against stereotypes.

**Todd, Lawson and Faris, (1996)** discusses about Consumer lifestyles are a well-accepted basis for market sectionalisation. In consumer behaviour, lifestyle reflects various modes of living and the patterns of utilization that tend to accompany them. As a way of living of the people offers more inclusive view of behaviour and the purpose which emphasized that which kind of purchases made by the customers, they are regarded as advantageous for market sectionalisation

**S.Sathish, Dr. A. Rajamohan (2012)** explains about the Behaviour of consumers and Lifestyle Marketing. In which **Lifestyle** merchandising is the task of establishing association between products recommended in the market and targeted lifestyle groups which involves the sectionalisation of market on the basis of pastime and

stance of the targeted market customers, dimensions of living lifestyle, positioning the products in such a way that appeals to the activities and undertaking particular promotional campaigns which utilize lifestyle appeals to increase the market value of the offered product.

## CONCLUSION:-

The research carried out with the objective to study the consumer's behaviour and to identify common traits and characteristics for effective marketing. The objectives can be summarised as follows:

- Segment the targeted population into distinct "behavioural groups"
- Develop a classification system which can classify new respondent into the manifest "behavioural group" with high degree of accuracy
- Understand these segments in terms of demographics, product consumption, leisure and work related habits etc. for effective marketing

This study provides the broad justification for conducting the research on the consumer's behaviour. The research goes on to identify the existence behavioural segments, which are distinct in terms of products and services consumed, outlook towards life, material possession and attitudes towards risk. It also develops a classification system which can help classify new respondent into the identified group with a high degree of accuracy and it also profiled the identified consumer segments for better understanding of the drivers of purchase and for effective marketing.

It is firmly believed that the research is successful in meeting the objectives stipulated for it. It is hoped that outcome of this research would provide the marketers with a better understanding of the consumer's behaviour. It is also hoped that the study will provide a better foundation for the research and development in the field of psychographics sectionalisation in India.

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