

## Understanding psychographics

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### Hard truth

- We can't be everything to everybody
- Different customers have different needs, and it rarely is possible to satisfy all customers by treating them alike.
- We won't have enough time and money to convince everybody to come see us.
- We have to make a choice to allocate resources

### Targeting

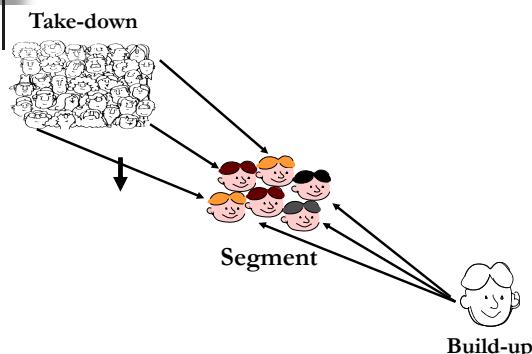
Selecting a group of consumers (segment) who have the will & capacity to buy :

- **Identifiable:** differentiating attributes of segment must be measurable so that they can be identified
- **Accessible:** must be reachable through communication and distribution channels
- **sizable:** should be sufficiently large to justify the resources required to target them
- **Stable:** to minimize the cost of frequent changes.
- **Unique needs:** to justify separate offerings, each targeted segments must respond differently to the different marketing mixes

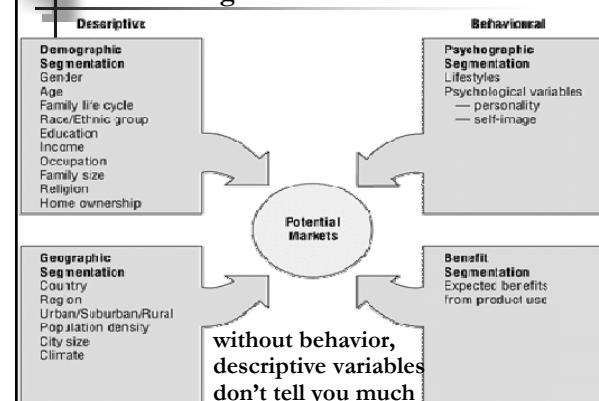
### Segmentation

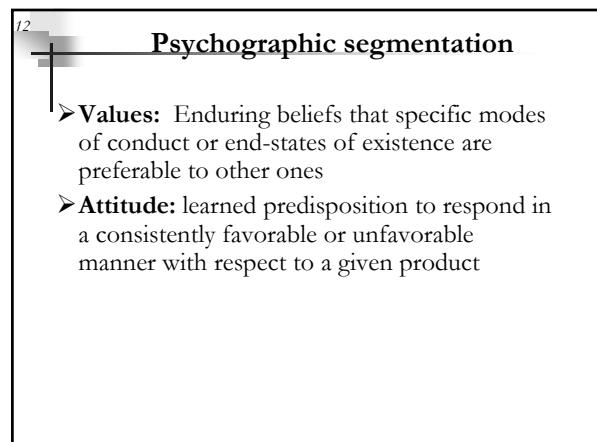
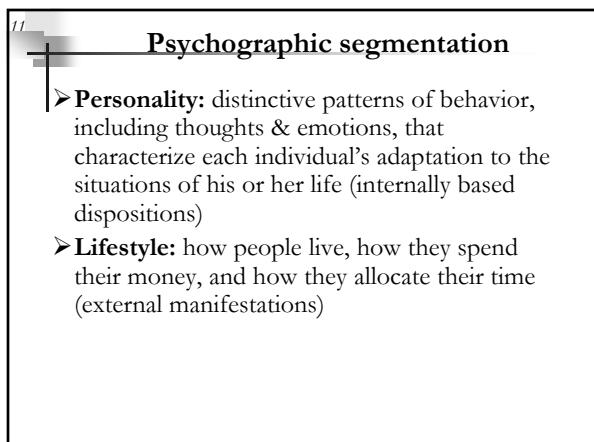
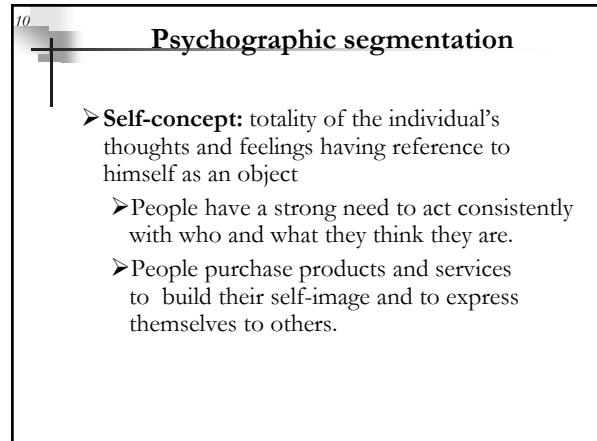
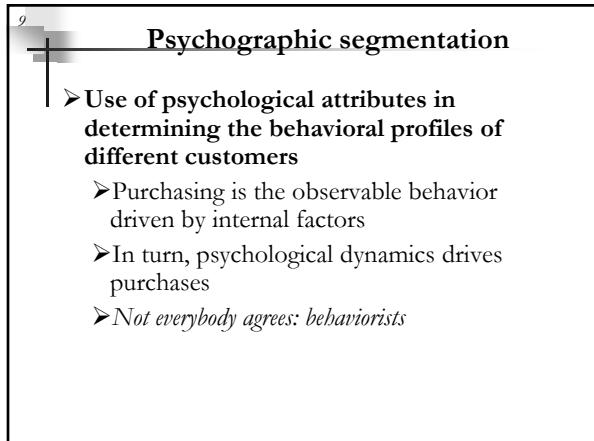
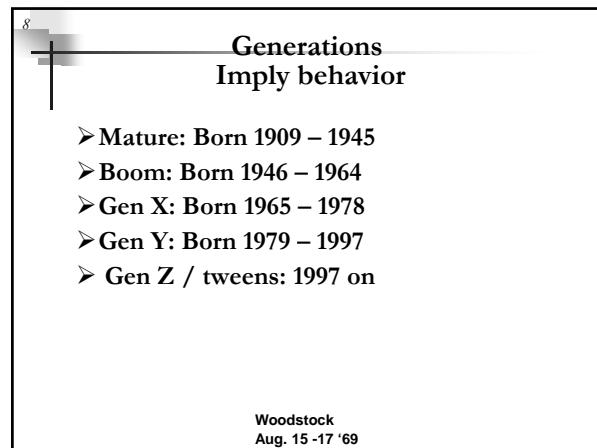
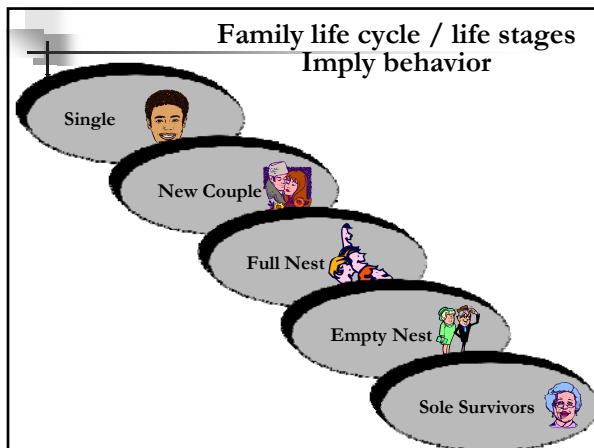
- Grouping people according to their similarity related to a particular product category
- sharing one or more characteristics that cause them to have similar product needs & similar response to a market stimulus
- segment members are internally homogenous and externally heterogeneous
- as similar as possible within the segment, and as different as possible between segments.

### Segmentation methods



### Segmentation variables





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### Psychographic segmentation

- **Involvement:** feeling of importance or personal interest associated with a product in a given situation
- **Motivation:** Imbalance between consumer's *current* and *desired* states
- **Motivational Conflict**
  - Approach-Approach
  - Avoidance-Avoidance
  - Approach-Avoidance
    - Fear & envy: the two biggest advertising tricks!

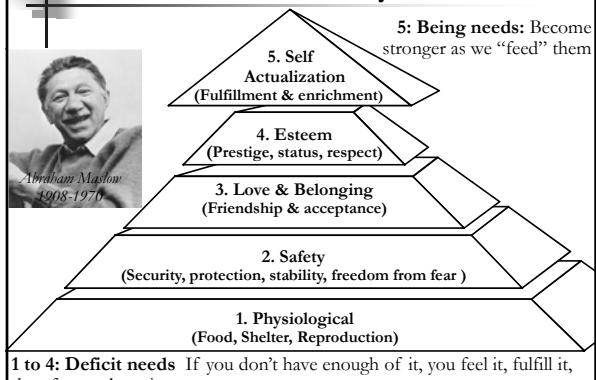
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### Psychographic segmentation

- **Need:** Fundamental requirement the meeting of which is the ultimate goal of the behavior
- **Want:** A specific form of consumption desired to satisfy a need

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### Maslow's hierarchy of needs



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### Why go to the Dallas Symphony?

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### Metaneeds for self actualization

- Truth, not dishonesty
- Goodness, not evil
- Beauty, not ugliness or vulgarity
- Completion, not incompleteness
- Uniqueness, not bland uniformity
- Playfulness, not grim, humorless, drudgery
- Meaningfulness, not senselessness
- Richness, not environmental impoverishment
- Aliveness, not deadness or the mechanization of life
- Simplicity, not unnecessary complexity
- TRANSFORMATION

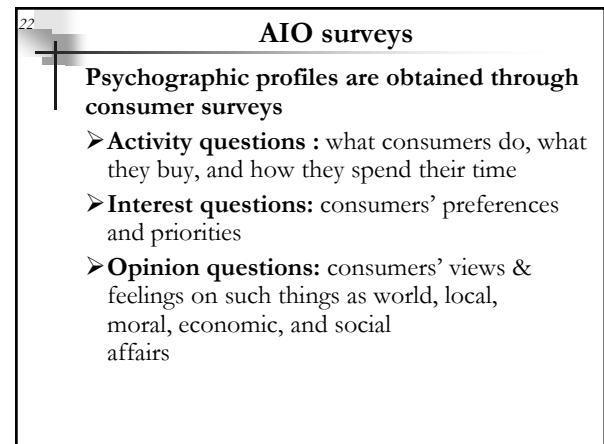
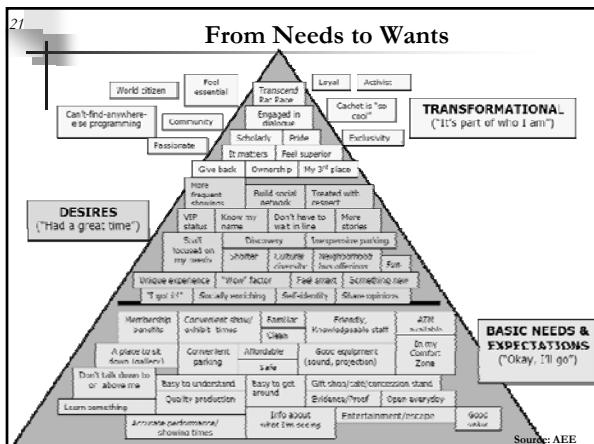
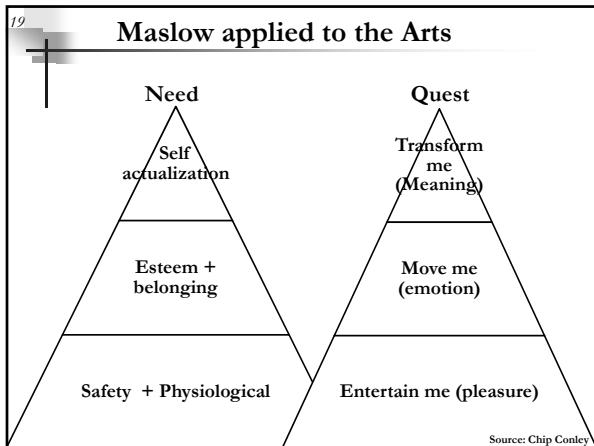
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### Maslow applied to the Arts

What is transformative in the arts?

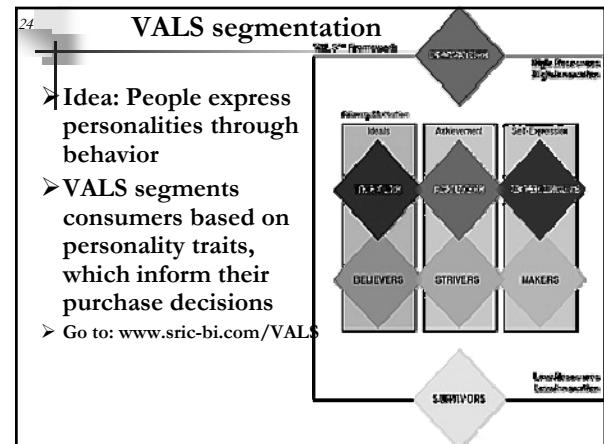
1. Ability to see the world in a new, meaningful way
2. Expand capacity for empathy for the other: heightened perception of oneness
3. A deeper recognition of yourself and your passion & capabilities
4. An opening up & awareness of your own "emotional well"
5. An appreciation for the purity & power of beauty

Source: Chip Conley



23 **VALS® (Values & Lifestyle) questions**

1. I am often interested in theories. Mostly disagree Somewhat disagree Somewhat agree Mostly agree
2. I like outrageous people and things.
3. I love to make things I can use every day.
4. As the Bible says, the world literally was created in six days.
5. I like to learn about art, culture, and history.
6. I am really interested in only a few things.
7. I dress more fashionably than most people.
8. I consider myself an intellectual.
9. I would like to spend a year or more in a foreign country.
10. I like the challenge of doing something I have never done before.
11. I like to learn about things even if they may never be of any use to me.
12. I like doing things that are new and different.
13. I would like to understand more about how the universe works.
14. I like my life to be pretty much the same from week to week.



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### I'm an Innovator / thinker

- Sophisticated, well educated & well-informed,
- Moderate respect for the status quo institutions of authority & social decorum
- Change leaders, most receptive to new ideas & technologies
- Image important not as evidence of status or power but as an expression of independence & personality, reflecting a cultivated taste for the finer things in life
- Etc ...

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### Tapestry® Segmentation

- Classifies U.S. neighborhoods into 65 segments based on their socioeconomic & demographic composition.
- For a broader view of markets, segments are divided into 12 LifeMode Summary Groups that reflect lifestyles/life stages
- Go to: [www.esri.com/tapestry](http://www.esri.com/tapestry)

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### In my ZIP code: Laptops and Lattes

- Affluent, single, highly educated, liberal, partial to city life
- Technologically savvy
- Favorite store: Banana Republic
- They exercise regularly & take vitamins
- They enjoy yoga, jogging, skiing, reading, watching foreign films on DVD, dining out, going to movies, rock concerts, shows, museums, and nightclubs, and traveling abroad

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Highly engaged	Urban arts eclectic	Traditional culture vultures
5%	5%	4%
Some engagement	Fun, fashion and friends	Bedroom DJs
18%	3%	
Art Audience Insight (U.K.)	Mature explorers	Mid-life hobbyists
11%	4%	
	Dinner and a show	Retired arts and crafts
20%	3%	
	Family and community focused	
11%		
Not currently engaged	Time-poor dreamers	Older and home-bound
7%	6%	
	A quiet pint with the mate	Limited means, nothing fancy
8%	2%	

Source: Arts Council England Audience Insights

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### Urban arts eclectic

- 5% of English adults



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### Benefit segmentation

- Based on expected benefits or risks consumers associate with purchase/use of product:
- **Functional** (Is it good / bad?)
- **Economic** (Is it cheap / expensive)
- **Psychological** (is it shocking? violence, sex...)
- **Social** (does it make me look good / bad?)

