

THE ROLE OF PSYCHOGRAPHIC FOR DISTINGUISHING MAIN CATEGORIES OF CONSUMERS BASED ON LIFESTYLE, PERSONALITY AND VALUE VARIABLES

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Abstract

The aim of this research is to determine the position of psychographic variables on target market. The importance of psychographic variables is clear for the researchers of marketing. These are used to distinguish better understanding of consumers especially in order to segment of target market. The marketers utilize the precise information which acquire from subgroups of psychographic segmentation to develop their commercial direction. Other hand, this paper is pursuing to describe some precise subjects from psychographic angle through the antecedents. Undoubtedly, employing the powerful tools from marketing strategies like psychographic segmentation can be useful both research and business for forecasting new products and markets.

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

Article Type: Review

Introduction

Nowadays, it's noticeable that the markets are going towards the Global Market by employing of evolution services and goods to patronize their customers. Therefore, the marketers have to better understand their customers on the base of their needs and wants. Psychographics is developed through the constructs which can be related to different glance and angles of customers with psychologically differences and similarities as strategic keys. In fact, psychographic variables can be considered as the people how to spend their time and money. Although the New Tech and Methods are affecting 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 understand customers. These changing, undoubtedly, influence customers' life and destiny. More customers are eagerly being openness to use new tech and new models of goods. Almost,

using new models of goods is presenting variety group references which they have differences and similarities. Also, it can show purchasing effects on customers' personality and lifestyle as psychographic variables. So, the market segmentation can be conducted on the base of psychographic to achieve better understanding customers and to distribute right products among right people. Psychographic segmentation can determine different classes of social and predict future needs and wants of people as a marketing strategy.

Psychographic Segmentation

Beatty, Homer and Kahle (1988) accomplished segmenting by "mirror approach" and using VALS and LOV process showed that measuring psychographic variables with ranking the values and identifying most important values. Beyond these, products or services are substantial of markets which can give value or personality according to consumers' lifestyles and divide them along with their socio-status(Lin 2002).In 1994,

Raaij and Verhallen segmented market substantially three approaches which they were forward, backward and simultaneous of relationships between consumer traits and situation of consumption patterns. Henderson and his colleague used empirical segmentation on the base of brand preferences in 1998, and Galpois (1998) measured brand preference by loyalty and analyzed by Logit regression for clustering and estimated consumer satisfaction levels. Early 1990s, segmentation approaches were developed and formed by new ways, namely VALS, LOV, RVS (Rokeach Values Survey), APT (Association Pattern Technique), and mean-ends chain technique. In addition, Lin (2002) approved that combining segmentation variables like demographics and psychographics simultaneously can create precise information of sub-markets.

Ahmad et al. (2010) presented that one of the best approaches for the better understanding customers is psychographic segmentation. Although the psychological traits are determined by lifestyles, personalities, values bounded dimensions; they are creating properly information consonant with Demographic characters. Since the researchers of marketing didn't attain at the coincidence of psychographics definition, there is the greatest issues in the research marketing. In fact, psychographic segmentation is dividing mass market to specific submarkets that marketers can distinguish better own customers. In other words, psychographic segmentation is one of approaches to help marketers for two reasons. At first, it reveals homogenous submarkets. Next, it helps them to opt appropriate methods within target markets. The customers are portioned to groups at the market by psychographic traits (Kotler, 2009). Although, the consumers have different psychological needs and wants, the stakeholders and the investors are following

opportunities from lifestyle or personality of consumers who are offered by goods and services properly.

In general, psychographics is considered as measuring and analyzing some aspects of consumers' feelings, thoughts, reflecting, lifestyles, personality and demographics. On the other words, it is giving tools to quantitative researches to measure psychological dimensions of customer situations or segmenting target market with common traits of consumer behaviors. Therefore, psychographic is based on internal traits of person or his/her lifestyle. Sometimes it is focused on specific area of consumer behaviors and sometimes on general issues. The variables of psychographics 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 were measured difficultly. Each approach has own advantages and disadvantages to analyze clustering result as segmentation, but they can give precise information of consumer behaviors.

Orth et al. (2004) surveyed differences between perceived criteria and benefit sought for segmentation, which use lifestyles to emanate them from benefit dimensions as value of quality, price, social and emotional benefits. They proved that support decisions and brand selecting have opposed with preferences, lifestyle segments, demographic and behavioral variables. Product consumption patterns are considered as communication of product and consumers by marketers. In fact, product or service is considered as functional benefits, whereas brand is considered as consumer perceived positive and negative emotional benefits. Psychographic segmentations can identify almost the expending levels of time and money. In other words, AIO levels of

consumers confirmed useful information of lifestyles through each individuals as consumers who they how to do in their life, when and where spent their money and time. Tam and Tai (1998) applied psychographic segmentation at Chinese Female Markets in two phases which they were psychographic statements and improving typology of customers. Moreover, they stated that psychographic variables depend on time and circumstances of socio-economic situation and changeable. Also, a researcher should be applying rigorously existing similarities and differences among consumers.

Lifestyle

Gonzalez and Bello (2002) believed that psychographic and lifestyle traits are factors for usage of products or services which can gain from environment and society situations rather than standard characteristics. In fact, lifestyle is a list of relationship among casual behaviors which recognize casual traits of behaviors. Life has many stages for individuals; major roles of life can be formed in different times like wedding, finding job, education levels, different situations and other important factors that affecting life routes in important stages. Marketers should distinguish variety stages of life and accompany values in lifestyles (Tam and Tai 1998). Although segmentation on the base of lifestyle can lead towards 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. Many existing studies investigated about psychographic segmentation that used in different circumstances of products and services. They conducted to several features, namely VALS and AIO. Most of them surveyed around lifestyles, values, and

personality relationships (Gonzalez and Bello, 2002).

Indeed, lifestyle is a psychographic variable which can be presented by individual's activations, way of thinks, kind of lives and lifecycle, and performances in the responding of his/her environment stimulates. In general, lifestyles can be demonstrated consumers' characteristics and their tendency purchasing behaviors of relevant experiences from shoppings (Harcar and Kaynak, 2008). Also, lifestyle comprises activities e.g. spending money and time, interests like things which are less or more important in customer's life and opinions that are the views of customer respect to the surrounding environment or his/her world. Hence, lifestyle variable is related to individual's knowledge which allows to his/her characteristics to combine with his/her behaviors (Gonzales and Bello, 2002).

Hur et al. (2010) believed segmenting market by lifestyle is studying of consumers' feeling and their attitudes to specific products. Further, it is determining more details from situation consumption patterns and consumer satisfaction level. They pursued to survey relationship between lifestyles and special products with high tech for segmentation. 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 can facilitate decision making or implement proper strategy at the market, it can describe behaviors which not explain by other variables as well. The analysis of lifestyle segmentation can estimate social changes. In addition, by distinguishing behaviors, feelings and purchasing behaviors can predict future of markets.

Personality and 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 of specific product or service which different from other products and services. Hence, personal values are presented by behaviors or attitudes due from a category products and specific situations (Brunson 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 he/she or how he/she would like to be (Reed, 2002, P. 255). Villani and Wind (1975) stated that Locus of Control (LOC) has two types personalities of people which first type believe that they can control their life by themselves (Internal Orientation), while the second type that the external factors (External Orientation) can affect their life.

One of the recognizing factors at self-concept patterns is its confirmation about interpersonal and external aspects of social situations. When one who 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 he/she accomplishes in own ways. Products and their consumptions affect in both directions, namely, external and interpersonal of self-aspects. So products are very important traits which one possesses to form and support his/her identity. Almost the customers are openness for things that help them to improve their social identity and present their personality, as well as they can properly appear at their society. The study of Grewal et al. (2000, P.235) stated product functions which create social identity of a person, they are mentioned the following:

- 1- Establishing communication among relationships 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 who bought more at apparel markets; they attempted to achieve their desires via positive effects. Moreover, they revealed special traits such 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 cognitive 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. According to analysis of Goldsmith (2002), these variables were due to their attitudes and personalities, and demographics that couldn't be enough for determining factors for understanding consumers. So, the researcher should be taken advantage from psychological factors in order to segment target markets.

The most important features 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 on affective and cognitive system. Nowadays, mass media trigger special value on the base of psychographic variables because of efficacy of segmentation. Global marketing cause to 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 justify of consumer behaviors respect to consuming patterns, tendency

purchasing or response to environmental stimulates. Priority and posterior of values are compared across cultures and societies, because values are stated as individuals' trait patterns that 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 consumer 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 product that sacrificed by customer as paying the price. The 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 consumer satisfaction and better perception of consumer behaviors for marketers. Therefore, shopping values impact 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). The interaction of consumers with products or services depends on consumption experiences (Michon et al., 2008). This issue could be shown from internal and external of product values. Purchasing almost acts as giving benefit and gratify to consumers. In that case, purchasing values can consider as utility and hedonic aspects through customers when they have frequent experiences of shopping (Babin and Attaway, 2000). Customers who are perceived more values of excitements of purchasing and aware from fashion-conscious; finally, social values give them motivation for purchasing.

Conclusion

Any time markets and customers are exposed by changing new technology and strategies which encounter new measures for factors of marketing. Changing is a concept that along with or counter front of pros and cons. 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 a precise technique in order to adopt products towards consumers' needs and wants. Also, it gives valuable information from consumer life and her/his personality to right communicate to her/him. The consequences of psychographic segmentation are very important for stakeholders, because they can tailor their strategies on the base of 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 ads and increases the profits of adapting consumers' needs and wants.

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