

Marketing

[Introduction](#)
[The Marketing Department](#)
[Market Analysis](#)
[Market Research](#)
[Marketing Mix](#)
[Product](#)
[Price](#)
[Promotion](#)
[Advertising](#)
[Place](#)

Psychographic Segmentation



Psychographic segmentation divides the market into groups based on social class, lifestyle and personality characteristics. It is based on the assumption that the types of products and brands an individual purchases will reflect that persons characteristics and patterns of living.

The following are examples of psychographic factors used in market segmentation:

1. **Social class** Is the single most used variable for research purposes, and divides the population into groups based on the occupation of the 'Chief Income Earner' (CIE), as such it can be seen as a socio-economic scale. In the UK, The National Readership Survey, provides the following standardised groupings.

The socio-economic scale

Social grade	Description of occupation	Example
A	higher managerial, administrative or professional	Company director
B	intermediate managerial, administrative or professional	Middle manager
C1	supervisory, clerical, junior administrative or professional	Bank clerk
C2	skilled manual workers	Plumber
D	semi- and unskilled manual workers	Labourer
E	state pensioners with no other income, widows, casual and lowest grade earners	Unemployed

[▶ click to view more detailed breakdown of Social Grade Scale](#)

2. **Lifestyle** Involves classifying people according to their values, beliefs, opinions, and interests. There is no one standardised lifestyle segmentation model, instead market research firms, and advertising agencies are constantly devising new categories, which will best help target possible consumers of their clients products.

One example of a life style classification model, is that developed by the advertising agency, Young & Rubican, called Cross Cultural Consumer Characterization (4Cs for short). This classification model is presented in the table below

The 4Cs

Resigned	Rigid, strict, authoritarian and chauvinist values, oriented to the past and to Resigned roles. Brand choice stresses safety, familiarity and economy. (Older)
Struggler	Alienated, Struggler, disorganised - with few resources apart from physical/mechanical skills (eg car repair). Heavy consumers of alcohol, junk food and lotteries, also trainers. Brand choice involves impact and sensation.
Mainstreamer	Domestic, conformist, conventional, sentimental, passive, habitual. Part of the mass, favouring big and well-known value for money 'family' brands. Almost invariably the largest 4Cs group.
Aspirer	Materialistic, acquisitive, affiliative, oriented to extrinsics ... image, appearance, charisma, persona and fashion. Attractive packaging more important than quality of contents. (Younger, clerical/sales type occupation)

Market Analysis

[Introduction](#)
[Market Classification](#)
[Market Size and Trends](#)
[Market Share](#)
[Market Segmentation](#)
[Geographic Segmentation](#)
[Demographic Segmentation](#)
[Psychographic Segmentation](#)
[Behavioural Segmentation](#)

Factsheets

[A guide to Sources of Market Information](#)
[An introduction to Market Research for Business Start Ups](#)

Links

[Easi-Demographics](#)
[World Bank, The Foresight programme, The Latin Focus](#)
[Chartered Institute of Marketing, The](#)

Profiles

- British Airways plc - Strategy
- National Statistics - Labour Market
- Business in Britain - Overview
- National Statistics - Expenditure
- Business in Britain - Overview Jan 2002 Survey

Succeeder	Strong goal orientation, confidence, work ethic, organisation ... support status quo, stability. Brand choice based on reward, prestige - the very best . Also attracted to 'caring' and protective brands ... stress relief. (Top management)
Explorer	Energy - autonomy, experience, challenge, new frontiers. Brand choice highlights difference, sensation, adventure, indulgence and instant effect - the first to try new brands. (Younger - student)
Reformer	Freedom from restriction, personal growth, social awareness, value for time, independent judgement, tolerance of complexity, anti-materialistic but intolerant of bad taste. Curious and enquiring, support growth of new product categories. Select brands for intrinsic quality, favouring natural simplicity, small is beautiful. (Higher education)

Exam Hall

- Multiple Choice
- Market Analysis Test
- Exam Papers
- AVCE, Edexcel, Spec 2000
- AVCE, Edexcel, Spec 2000
- AS, OCR, Spec 2000
- AS, AQA, Unit 1, Jan 2003
- AVCE, OCR, Spec 2000

[▶ click to view more detailed breakdown of Young & Rubicam's 4Cs](#)

[<< Previous](#)

[Next >>](#)

Search Business

[advanced search...](#)

[Biology](#) | [Business](#) | [Chemistry](#) | [Mathematics](#) | [Physics](#)

[Forums](#) | [News Room](#) | [Your Profile](#) | [Staff Room](#) | [Individual Subscription](#) | [Institute Subscription](#)

[About Us](#) | [Contact Details](#) | [Copyright / Legal](#) | [Design & Hosting By EliteUKServe](#)