

Part 1: 1-3 Psychographic Factors for Segmenting Markets

Psychographic factors that help to segment consumers into specific target markets include *beliefs, values, attitudes, opinions, interests, motivation, perception, and morals*. These concepts are learned from a person's family unit and from community groups and culture, as well as religious and political organizations within a region of a country, the country, or even the global community.

Values, beliefs, attitudes, and ideas impact how a person thinks, what s/he believes, and how s/he reacts to a person, happening, product, services or marketing message. Thus, the impact of religious affiliations, educational institutions, political organizations and other organized groups, clubs or associations flavor the taste levels and perceptions of the consumer. Pinpointing the psychographics of a population assists the visual merchandiser in selecting merchandising techniques to attract the target consumer and motivate the consumer to buy.

