

MARKET SEGMENTATION BY PSYCHOGRAPHIC CRITERIA: AN ESSAY ON THE MAIN PSYCHOGRAPHIC THEORETICAL APPROACHES AND ITS RELATIONSHIP WITH PERFORMANCE CRITERIA

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ABSTRACT

This article is a theoretical essay that has the overall aim to identify and analyze the most striking features of the criterion of market segmentation through psychographic, and to establish a parallel between behavioral targeting. In terms of methodology, literature review and an exploratory (secondary data) was used. Among the criteria for market segmentation or psychographic it is characterized by three variables: the personality, attitude and lifestyle that are mixed (and somewhat confused) criteria behavioral segmentation. Personality is a set of psychological characteristics that directly influence the way of life. In turn, the attitude is formed from their information and experience, a comprehensive evaluation of all that surrounds it. Since lifestyle is how the person behaves in society, as he/she chooses to spend their time, money, effort, or options. It is also noted that the variables: personality, attitude and lifestyle can (to some extent) be adopted both in behavioral targeting and the psychographic, what differences them is the perspective adopted by the investigator or manager. Psychographic segmentation is affective, and when it is associated with other targeting criteria (geographic, behavioral, demographic, etc.), becomes an important tool for the correct implementation of the marketing mix (price, place, promotion and product) with the public - objective, i.e., it allows the company to position more consistently one's product in the market.

KEYWORDS: Market Segmentation; Consumer; Psychographic; Marketing.

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INTRODUCTION

The world's population surpassed 7 billion people in 2012, according to the United Nations Fund - (2013), and the Fund for the United Nations Population - UFPA (2011) estimates that in 2050 the population of the Earth will reach 9 billion people - usually people who actively consume the most varied products. According to the report of the Akatu Institute (2010), consumption in the world increased by 5 times in the last 50 years, according to the (IBOP in Portal G1, 2012) only in 2012, in Brazil, consumption grew 13%.

With the intensification of corporate globalization, technological advances and the growing diversity of cultures, subcultures, social classes and all lifestyles (which reflect the tastes and preferences of consumers), a contingent of unprecedented opportunities offer products (and even consumers) entered into force in various places, transforming the market to be competitive.

Facing a growing market scenario, companies seeking to conquer this market should learn about their customers, understand their motivations, preferences, and identify and analyze the various factors involved in the purchase decision process and to the post-purchase, to be closer to its consumer.

Supply and demand grow in different ways, but to offer a product that successfully meets all consumers indiscriminately would be impractical, if not impossible. It is necessary then to sub-divide large heterogeneous market into smaller, more specific parts, in order to achieve a homogeneous portion of the market where your product can work strategically and effectively.

To attend to the overcoming market expectations and yet remain competitive, "the company needs to have a good understanding of consumer behavior" [Lindon et al, 2000, p. 105]⁽¹⁾ but, so that there be such understanding, it is first necessary to segment the market.

Cobra (1997) argues that market segmentation is the global division of a company in a smaller and more homogeneous plot. In the same vein, Yanaze says, "segmentation is to identify target market in a heterogeneous, homogeneous groups with similar characteristics" [Yanaze, 2011, p. 120]⁽²⁾, so that, from that stage, the company and the researcher can identify a niche market in which they act.

Market segmentation is to identify similar behaviors among people in a given market, trying to form a group (or groups) with similar characteristics. There is some consensus in the literature: Kotler Armstrong (1998), Cobra (1997), Lindon et al. (2000) and Yanaze (2011),

about certain kinds and degrees of segmentation, among which are: geographic, demographic, psychographic and behavioral. In this perspective, the present work has as main objective to identify and analyze the most striking features of the criterion of market segmentation through psychographic, and to establish a parallel between behavioral segmentation.

In terms of methodology, this article is classified as a theoretical essay, therefore having a basic nature of classification, since it is a study in which "[...] the researcher' has a goal knowledge, trying to satisfy an intellectual need for knowledge" [Marconi and Lakatos, 2006, p. 120]⁽³⁾.

The study is still classified as exploratory and literature. Exploratory, as is research in specific areas where there is little theoretical, methodological and bibliographical contribution (secondary data). According to Vergara, "bibliographical research is the systematic study developed based on material published in books, magazines, newspapers, electronic networks, i.e. materials accessible to the general public" [Vergara, 2007, p. 48]⁽⁴⁾. And even "put the researcher in direct contact with all that has been written, said or filmed about a certain subject" [Marconi y Lakatos, 2006, p. 185]⁽⁵⁾.

The article is structured in a logical and sequential manner, addressing the following aspects: types of segmentation, conceptual and qualifying on segmentation, psychographic segmentation, targeting criteria (attitude, lifestyle and personality) and the final considerations.

DEVELOPMENT

Conceptual aspects and classification of segmentation

Market segmentation was first approached by Smith as being

"[...] a heterogeneous market (characterized by divergent demand) as a group of smaller homogeneous markets, in response to the preference for different products among large segments of the market" [Smith, 1956, p. 6]⁽⁶⁾

gathering together people with similar tastes and features in a group.

Kotler and Armstrong (2003) argue that, with this division, consumers can be achieved more efficiently and effectively with products that meet their unique needs, and Yanase (2011) states that the identification of groups of similar consumers to identify for different products and offer the most suitable products for these consumers.

Market segmentation allows a better adaptation of the marketing mix (product, price, place, promotion) against the segment identified by the company, as their characteristics are similar, i.e., respond similarly to the shares of the company way market. Silk (2006) states that market segmentation, market choice and product positioning are prerequisites for developing a successful marketing strategy, because in that way, the organization focuses its efforts on customers or prospects. In the same vein, Limeira (2008) states that it is necessary to segment because markets are heterogeneous, consisting of different people with different desires and expectations.

The fact that market segmentation is not simplistic requires that the investigator structure and divide into stages however, there are some differences in the steps of the segmentation process. In order to deepen knowledge on the subject, Table 1 was developed Stages of the segmentation process, which identifies the methods used by some of the leading authors on the subject.

Table 1: Stages of segmentation

	Philip Kotler (1998)	Cobra (1997)	Lindon et al. (2000)	Limeira (2008)
1° Stage	Period of survey	Sort the knowledge available	Select segmentation criteria	Select the criteria
2° Stage	Period analysis	Browse qualitative research	Describe the characteristics of each segment	Collect Data
3° Stage	Qualifying period profile	Develop measuring instruments	Choose one (or more) segments	Analyzing Data
4° Stage	-	Define target audl.e.,nce (TARGET)	Define marketing policy for each of the segments chosen	Describe the profile of the segments

Source: Own Elaboration from Philip Kotler (1998), Cobra (1997), Lindon et al (2000) y Limeira (2008)

The stages of the segmentation process are addressed in different ways among the authors, as can be seen in Table 1, with the exception of Limeira (2008) and Cobra (1997) below, in a way, similar approaches to the segmentation process. And Lindon et al. (2000) and Limeira (2008), in a particular and limited consensus, defined as the first stage being the selection of segmentation criteria.

Kotler and Armstrong asserts that "there is no single way to segment the market, professionals should try different segmentation variables to find the best way to see the structure of the market" [Kotler and Armstrong, 1998, p. 162]⁽⁷⁾. A priori market can be segmented on the basis of four criteria, as identified in Table 2.

Table 2: Main segmentation criteria

Geographical	The market is divided into geographical units, such as country. States, cities, districts, climate, relief, and so on.
Demographic	The consumers are classified considering variables, such as: age, sex, education level, income, civil status, religion, profession, and so on.
Psychographic	The consumer is classified in a more subjective way: In this case the important matters are: values, attitudes, desires, opinions, personality, life style. Persons who occupy the same demographic group, may have different psychographic profiles.
Behavioral	The market is segmented according with the behavioral characteristics of the consumer, when buying. They are observed: when buying, purchase frequency, consumer fidelity, degree of use, utilization mode.

Source: Own Elaboration from Yanaze (2011), Kotler (1998), Cobra (1997), Kotler y Armstrong (1998)

Psychographic Segmentation

Psychographic segmentation works with an approach in which the identification of the segments is carried out according to the subjective criteria. Yanase (2011) ensures that the psychographic segmentation can be defined as any involving, one or more variables in their analysis, i.e., research involving variables such as values, attitudes, personality, interests, etc.

"The psychographics is the use of psychological, sociological and anthropological factors to determine how the market is segmented according to the trends within it, to take a concrete decision on a product [...]" [Solomon, 2011, p. 261]⁽⁸⁾.

Limeira (2008) the term psychographics - presented from the union of the psychological and demographic words, it was originally focused by Emanuel Demby on one's life style and psychographics article published in 1974, defining it as:

"The use of psychological, sociological and anthropological, such as the desired benefits (from the behavior under study), self-concept and life style (or style will do) to determine how the market is segmented factors for propensity of groups within the market - and reasons - making a decision about a particular product, person, ideology, or to stop an attitude [...] The demographic and socioeconomic factors are also used as a constant control to see if psychographic segmentation improves segmentation in other forms, including groups of users / non-users" [Demby, 1994, p. 1]⁽⁹⁾.

Psychographic segmentation emerged as an alternative research methodology that aims to fill the gaps left by other types of segmentation, or propose a new way to see the market as their cognitive quirks. Shiffman and Kanuk confirm that "The psychographic profile of a consumer segment can be considered as a combination of activities, interests and opinions (AIOs) unmeasured consumer" [Shiffman and Kanuk, 2012, p. 41]⁽¹⁰⁾.

There are some techniques that attempt to implement the process of psychographic segmentation doing the most viable, attractive, flexible and evolutionary in the eyes of the

company investigation. Several psychographic studies were made over time as shown in Table 3. Therefore, it is correct to note that psychographic segmentation has been gaining ground among segmentation studies and becoming increasingly used among researchers.

Table 3: Main Psychographic studies

Country	Studies
Europe	Sinus Milleus e 3 SC, TGI (Target Group Index), futura.com, 3D, (ESS) Euro-Socio-Styles, Superpanel Lifestyles, RISC SCAN, EVS (European Values Survey), MOSAIC UK (United Kingdom), MOSAIC GLOBAL
Unated States	AIO(Activities, Interests and Opinions), RVS (Rokeach Value Survey), LOV (List of Values), VALS (Values and Lifestyles), Yankelovich MONITOR, DYG SCAN, 4 Cs, DDB life styleGlobal Scan, Roper Reports/valuescope
Canada	3 SC Social Values Monitor
Brazil	Yankelovich MONITOR, RISC, (TGI) Target Group Index, 4 Cs, MOSAIC BRASIL

Source: Own Elaboration from Yanaze (2011)

In a literature revision in Yanase (2011), Limeira (2008), Cobra (1997), Kotler (1998), Marconi and Lakatos (2006), Schiffman and Kanuk (2012) can identify some psychographic variables such as: lifestyle, values, attitudes, personality, activities, interests, opinions. Within the above we can highlights three variables, being more used by the main authors: personality, attitude and lifestyle. To study the effects of this article we will analyze and describe these variables in order to explore the concept, feasibility and limitations.

Personality

The personality of a person can be defined as a set of psychological characteristics, which in turn influence the way you think feel and act socially or individually. To Lindon et al. (2000), the concept of personality is used to describe what differentiates individuals in the way they act in the same situation. Therefore, knowing the personality of a person due to the researcher and the company may suggest their reaction and behavior towards a product, that is, their attitude.

For Solomon (2011) personality is a unique psychological makeup of each person and systemically to influence the way a person acts in their environment. Kotler and Armstrong (2003) consolidated saying that personality is the set of unique psychological characteristics that lead to relatively consistent and continuous reactions in relation to the environment. And Hawkins et al. (2007) argue that personality is composed of responses characteristic of an individual in situations that are similar.

Different personality traits influence the choice of a product by an individual "variables describing individual differences as each subject is different from their peers in their respective types of behavior" [Barracho, 2011, p. 79]⁽¹¹⁾, and can accept, reject or even be indifferent to a product. In turn, people with similar personality traits have similar reactions to the product, allowing segmentation.

Psychographic segmentation works to identify a pattern in the personality of consumers who may be determined by characteristics such as self-confidence, dominance, sociability, autonomy, defense, adaptability and aggressiveness, Kotler and Armstrong (2003). In the same line of reasoning Cobra (1997) states that the group of people with similar personality traits allows us to assess the scale of values that people have, their activities and their buying behavior.

The personality variable is connected to both the behavioral approach (based on a set of consumer behavior to the product) as a psychographic approach (when emotions and thoughts before a consumer product is analyzed), Yanase (2011). Therefore, it is noted that the character can be adjusted both in terms psychographic study the behavior, which define this approach is the focus of research.

Limeira (2008) states that personality was initially used as a way to classify psychographic segmentation, identifying consumers through psychological tests, but was later replaced by the lifestyle. There is some lack of clarity and consensus on the treaty of personality among the authors. According to Solomon (2011) the concept personality is not very clear among researchers because the individual behaves differently in each situation. Schiffman and Kanuk (2012) believe that the personality of a person changes in the occurrence of sudden events, such as: marriage, birth of a child, death of parents, etc., but also as part of the maturation process.

Psychographic segmentation uses this personality variable to segment consumers according to their personality trait. Among other personality theories one that has relevance among marketers is the model presented in Table 4.

Table 4: Model Two Five personality factors

Essencial Journey	Manifestation
Extroversion	Prefer to be in a large group and alone, Communicative with others, daring
Instability	Moon, moody, sensitive
Socialization	Sympathetic, Gentle with others, Educated with others
Openness to Experience.	Imaginative, Evaluator arts, find new solutions
Conscienciusness.	Careful, Accurate, Efficient

Source: Hawkins et al. (2007)

Attitude

Consumer attitudes toward the product is not made only by an advertising campaign or marketing well developed, i.e., the results of the attitude of consumers is the sum of several factors such as experience values, incentives intrinsic and extrinsic, as well as associations of products made by customers, which will result in the same image.

The attitude is seen by most authors as being a human variable related primarily to the discretion of behavior segmentation, i.e., Schiffman and Kanuk (2000), Lindon et al. (2000) and McKenna (1997).

Lindon et al. (2000) states that the concept of attitude is complex and subject to different definitions, being that managers assess the attitude toward a product, brand, company, etc. Given this statement, it can be inferred that the different points of analysis of the attitude as well as their definitions, evoke researchers, academics and managers to a field of uncertainty, i.e., with a certain degree of subjectivity. Schiffman and Kanuk (2000 Braido LP, 2007) complement affirming attitudes that is learned by the individual predisposition, formed from their expert experiences and information obtained, which influence it to act favorably or unfavorably relative to a given object. Already Mckenna (1997) argues that consumer attitudes toward the product are not developed through a single event or announcement, more gradual, and that is constantly changing during the decision process.

In a second aspect the authors observed a characteristic attitude that can be used as much as psychographic variable behavior is verified, this considering the following authors: Howard (1989), Chaplin, Silva, Theodorson (1981, 1986, 1969), Solomon (2011), Blackwell, Miniard and Engel (2000). For these authors the variable attitude should be used when considering the consumer reaction to the product, if not, the psychographic criteria used.

For Howard (1989 Tomanari SAA, 2003) consumer attitude is directly related to their buying behavior, but as much as this attitude may change and, therefore, are not reliable. Chaplin, Silva and Theodorson define attitude as being "a tendency to act in a manner consistent with respect to situations and related objects" [Tomanari, 2003, p. 319]⁽¹²⁾. Solomon states that "attitude is a lasting and comprehensive evaluation of people, objects, advertisements or issues" [Solomon, 2008, p. 282]⁽¹³⁾. Blackwell et al. (2000) states that attitudes represent what we like (good feelings) and what we do not like (unpleasant feelings).

Solomon (2011) states that the attitude comes from three components: Affection (describing how the consumer feels in relation to the attitude object), behavior (in relation to their intentions to act in itself) and cognition (which in turn is what he believes to be true in relation to the attitude object). (See Table 5).

Table 5: Hierarchy of attitudes

Cognition	Affection	Behavior	Attitude: Based on cognitive information processing
Cognition	Behavior	Affection	Attitude: Based on the learning behavior
Affection	Behavior	Cognition	Attitude: Based nonhedonic consumption

Source: Solomon (2011)

Components of Attitude: Cognitive, Affective and Behavioral

To have an attitude against a product, you must have knowledge regarding the item in question. Pisani understand that for an attitude forming is necessary to believe in the product. Beliefs that "may or may not correspond to reality, but are, in any way, in what the individual believes to be true, that 'known' to the object" [Pisani et. al., 1994, p. 71]⁽¹⁴⁾.

Krech et. al. point out as the most categorical cognitions for training cognitive component of attitudes the "evaluative beliefs that include the attribution of favorable or unfavorable, desirable or undesirable qualities, 'good' or 'bad' objects" [Krech et al, 1969, p. 162]⁽¹⁵⁾. In analog form, Rodrigues et al understand that the "beliefs and other cognitive components (knowledge, how to approach the object, etc.) Relating to the object of an attitude are the cognitive component of attitude" [Rodrigues et al, 2001, p. 98]⁽¹⁶⁾.

Rodrigues (1973) states that "If you ask a farm employee what their attitude toward the pressurization system of the Apollo capsule, it is unlikely that a response indicating an attitude of this person in relation to this topic is given." [Rodrigues, 1973, p. 398]⁽¹⁷⁾. This is because their cognitive components will not influence an attitude to training.

Each product exerts directly to the consumer an emotional charge, which may be positive or negative, leading to the consumer or not. These feelings are awakened representing the affective component of attitude.

Pisani, et al. (1994), understand the emotional component and assign it the best attitude. For them all "attitude at the end includes feelings, emotions, affections; the object is felt as pleasant or unpleasant [...], and it is this that gives emotional attitudes their motivating force driving the action." [Pisani, et al, 1994, p. 72]⁽¹⁸⁾.

Hawkins et al, 2007 represent this situation to report the case of a "consumer declaring he likes Diet Coke" or "Diet Coke is a horrible coolant [...]", "is expressing the results of an emotional or affective evaluation of the product." [Hawkins et al, 2007, p. 202]⁽¹⁹⁾.

The third component of the three-component model of attitude is behavior, also called by Shiffman and Kanuk, 2012 impulsive component, "[...] has to do with the likelihood or tendency of an individual to undertake a certain action or will behave a way of relating to the object of the attitude." [Shiffman and Kanuk, 2012, p. 202]⁽²⁰⁾

For social psychologists, behavioral component, is one who possess greater acceptance. Rodrigues, 1979, alleges that the "attitude has an active component that leads to consistent behavior to cognitions and emotions related to attitude object." [Rodrigues, 1979, p. 327]⁽²¹⁾. Hawkins et al, 2007, this component relates to analyze "The interest in the brand, represented by the trends to find the brand on the shelves of supermarkets or find information on the brand, also reflects the behavioral component." [Hawkins et al, 2007, p. 204]⁽²²⁾

It is understood as a behavior component the series of decisions of making or not a particular product purchase, once in this case, the behavior is directed to the item in question. You can still say it is the internal predisposition to do.

Lifestyle

The lifestyle is connected to the way the individual acts in society. "The lifestyle is an individual way of life (allocate effort, time and money), that is, to behave, to seek the desirable goals (ideal)" [Tomanari, 2003, p. 307]⁽²³⁾. Hawkins et al. (2007) understand that the lifestyle of a person directly influences consumer habits of the same in terms of individual characteristics inherent that were molded for social interaction as the person evolves in lifecycle.

For Solomon, "the pattern of consumption is reflecting the choices of the person as to how to spend their time and money" [Solomon, 2008, p. 229]⁽²⁴⁾. In the same way Limeira (2008) states that lifestyle is do as I understood the pattern of consumption reflecting a person's personal values and tastes, the same way as they consume their time and income.

To Kotler and Armstrong (2003) lifestyle is the standard of living of a person expresses in psychographics, which is an assessment of the main dimensions of consumers, which are: activities, interests and opinions that portray both interaction the individual with the

environment in which they live. Cobra (1997) argues that lifestyle refers to the characteristics or form of life of a society.

Limeira (2008) states that the research used to know the lifestyle of consumers is the AIO (attitudes, interests and opinions), which is based on questions about the activities, interests and opinions. "Through large samples, professionals create customer profiles that show similarities to each other in terms of activity and usage patterns of products" [Solomon, 2008, p. 263]⁽²⁵⁾.

From this concept there has been created a process to obtain the factors that make the lifestyle as seen in Table 6. By measuring these factors one can create a standard lifestyle.

Table 6: Factors lifestyle measurement AIO

Activities	Social, professional and personal activities are major determinants of the lifestyle of the individual, including actions related to work.
Interests	Individual interests that are held by people such as cultural, social, entertainment, etc.. also make up the lifestyle. Determining the degree of development of the individual.
Reviews	People create a scale of values, opinions, in regard to the environment in which it interacts in politics, economy, education, culture and others. This scale gives concordance or discordance is of great importance to the configuration of your lifestyle. Referring to set himself declared beliefs.

Source: Own Elaboration from Cobra (1997) Kanuk Shiffman (2012), Solomon (2011) and Limeira (2008)

"Psychographic analysis evaluates lifestyles and go beyond demographics, creating an aligned activities, fears and dreams product" [Fernandes, 2007, p. 51]⁽²⁶⁾. In this perspective, it is possible to segment through express aspects of consumption patterns election and also by a psychographic perspective is evidenced second pattern of life pursued by the individual in society. However, "people of the same subculture, social class and occupation may have different lifestyles" [Kotler and Armstrong, 1998, p. 169]⁽²⁷⁾.

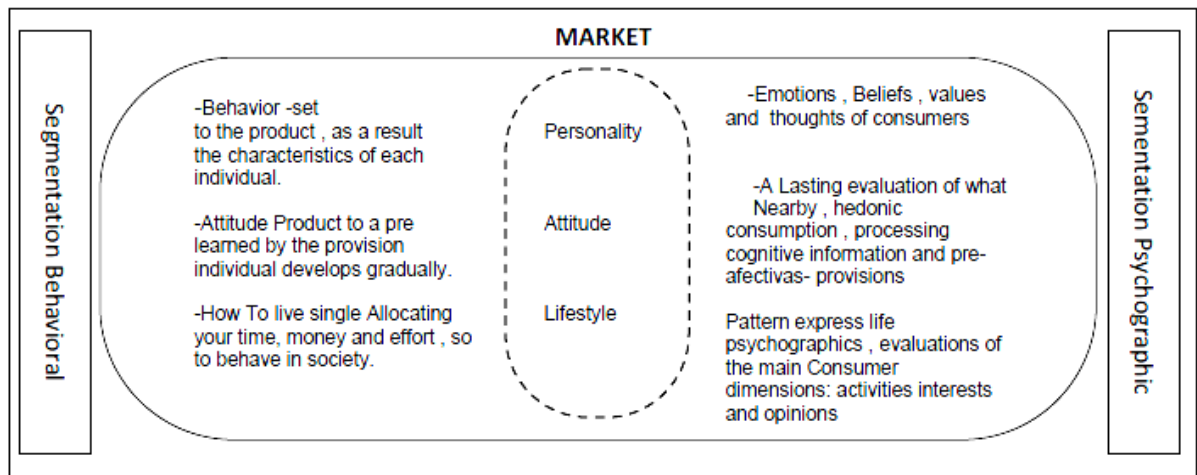


Figure 1: Relationship between the psychographic and behavioral approach

Source: Own Elaboration

Regarding the approach, still psychographic or behavioral variables of personality, attitude and lifestyle can be used in targeting criteria, which distinguish them is the optical adopted by the researcher. Psychographic segmentation focuses the terms of unconscious consumers and what drives them to make decisions such as: emotions, thoughts, interests, etc. Segmentation and consumer behavior analyzes the product, their actions and attitudes, suggesting that nothing comes from the subjective or psychological and everything is learned gradually.

Psychographic segmentation versus Behavioral segmentation

Psychographic segmentation uses of psychological, sociological and anthropological factors as a form of justification for use. Still adopt the main feature, the use of human subjectivity, which, for Rocha, 2004

“Those lines of psychic structure are those that relate to the processes of formation and training of the Self, [...] both the outer world, the inner world, through which human subjectivity is constituted.” [Rocha, 2004, 146]⁽²⁸⁾

Shiffman and Kanuk, 2012 confirm that "The psychographic profile of a consumer segment can be considered as a composite of activities, interests and opinions (AIOs) unmeasured of consumer" [Shiffman e Kanuk, 2012, p. 41]⁽²⁹⁾. Yanaze (2010) says that psychographic segmentation is one that takes into account the psychographic variables (values, attitudes, interests, opinions, personality).

Although widely used for segmentation, psychographic basis still has some shortcomings in its definition. Weinstein, 1995 ponders the fact that "today, there is a great controversy between marketing professionals and scholars with regard to what constitutes psychographic variables" [Weinstein, 1995, p. 130]⁽³⁰⁾.

To Kotler (2000), behavioral segmentation takes into account at the time of the separation of the groups, the knowledge acquired by the buyer to a product. Yanaze, 2011 still says "In marketing, behavioral targeting is the identification of a group of consumers in the market with behavioral characteristics related to the purchase and consumption of products" [Yanaze, 2011, p. 196]⁽³¹⁾.

According to Mihollan e Forisha (1978), behavioral characteristics can be defined as:

"Any conditions or events which could prove have effect on behavior must be taken into account. Discovering and analyzing these causes we can predict behavior; to the extent that we can manipulate, we can control the behavior" [Milhollan and Forisha, 1978, p. 68]⁽³²⁾.

Kotler e Armstrong (1998) defend segmentation behavior, claiming that "many professionals believe that marketing behavior variables are the best starting point for building segments" [Kotler e Armstrong, 1998, p. 165]⁽³³⁾

CONCLUSION

The proposed essay is to identify and analyze the main features of the criterion of market segmentation psychographic track, and to establish a parallel between behavioral segmentation. In that perspective it was revealed that within the various possibilities of segmentation should consider the type of consumer market and the characteristics of the products and services offered.

Among the criteria for market segmentation are: geographic, demographic, behavioral and psychographic. This (psychographic) in turn is characterized by the composition of three variables: personality, attitude and lifestyle, which are mixed (and in a somewhat confused manner) the criteria for segmentation of behavior.

Personality is a set of psychological characteristics that directly influence the way of life. Similar personality traits can be found in individuals becoming possible to trace patterns of personalities - from the identification and grouping of these similar characteristics it is possible to segment the market and consequently be more assertive in predictions of consumer behavior.

The attitude is formed from their knowledge and experience, an overall assessment of how close everything. For there to be attitude there should be the sum of: cognition, affect and behavior, the order in which each stage occurs characterizes different forms of attitudes.

Since lifestyle is how the person behaves in society, as it chooses to spend its time, money, efforts, i.e., their choices. For the lifestyle of a person it can use various methodologies - the highlight falls for research based AIO (Activities, Interests and Reviews), which enable segments through psychographic patterns of consumption.

It was also observed that the variables of personality, attitude and lifestyle can (and to some extent should) be taken both in the segmentation of behavior when psychographic, so the difference is the perspective adopted by the researcher or manager is, when these variables are focused to the product and in this way to track the behavior, when these variables are viewed by their intrinsic and subjective factors for the trend is via psychographic.

Given the above, it is pertinent to note that the market research becomes richer in results when using more than one criterion for segmentation. Psychographic segmentation is affective, and when associated with other targeting criteria (geographic, behavioral, demographic, etc.), as a complement to cover spaces becomes an important instrument for the correct alignment of the marketing mix (price, place, promotion and product) by the target audience i.e., the company enables more consistently to position one's product in the market.

Among the investigations are suggestions for future studies further analysis on the hierarchy of attitudes (in view of its complexity, importance and relevance, both as psychographic segmentation for behavior) and AIO notebook (which is an important tool in the study and research of the variable lifestyle).

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Please refer to articles Spanish Bibliography.

BIOGRAPHICAL ABSTRACT

Please refer to articles Spanish Biographical abstract.

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