

Assignment: 1

Question:

Select any three FMCG products and indicate two most important demographic, psychographic and behavioral variables and place these 6 variables in order of customer(marketer) preferences.

Answer:

Products	Demographic Variables	Psychographic Variables	Behavioral Variables
Gillette (Shaving Product)	<ul style="list-style-type: none">• Gender• Income	<ul style="list-style-type: none">• Lifestyle• Personality	<ul style="list-style-type: none">• Benefits• User Status
Nescafe (Caffeine Product)	<ul style="list-style-type: none">• Income• Age	<ul style="list-style-type: none">• Lifestyle• Interest	<ul style="list-style-type: none">• Buyer Stage• Usage Rate
Snickers (Chocolate Brand)	<ul style="list-style-type: none">• Income• Age	<ul style="list-style-type: none">• Interest• Lifestyle	<ul style="list-style-type: none">• Usage Rate• Buyer Stage