

# Psychographic Segmentation

(Group Assignment)

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# Segment - Size and Score

Segments	1	2	3	4
Count	255	177	310	258
I generally plan my expenses and never spend more than my budget	0.71	-0.90	-1.03	1.22
I often take opinions or check reviews before buying	0.42	-0.14	-0.30	0.02
I often experiment with new brands rather than just sticking to old ones	0.29	0.18	-0.60	0.13
I like to spend my weekends with friends than staying at home .	-0.35	-0.69	0.24	0.80
My favorite subjects in school were Mathematics & Science rather than Literature	1.64	-3.79	1.85	0.30
I make it a point to do some physical exercises (like swimming, walking, yoga) almost everyday	-0.88	-1.98	-0.74	3.59
When I go out for shopping, I end up buying more items just by impulse	0.28	0.76	0.25	-1.29
I am active on almost all Social media	-1.53	0.59	1.14	-0.20
I like light, sober colors to bright, exciting colors when it comes to clothing	0.15	1.09	-0.41	-0.83
I prefer watching videos/shows online rather than watching them in the television	0.05	0.37	-0.45	0.03
I prefer ordering in from online apps than dining out	0.29	0.96	-0.57	-0.67
I follow Brands, celebrities, influencers on social media	-1.67	1.78	0.58	-0.69
I always try to keep up with new fashion trends	-1.31	0.33	0.53	0.45
I prefer reading or listening to music rather than exercising or playing a sport	1.91	1.45	-0.48	-2.87

# Segments - Traits

## Old Schools

- Review Dependent
- Science Lover
- Anti-Social
- Avid Reader

25.5%

## Introverts

- Impulse Buyer
- Sober Clothing
- Homebody
- Literature Lover

17.8%

## Fashionables

- High Brand Loyalty
- Social Butterfly
- Cable Watcher
- Trendy

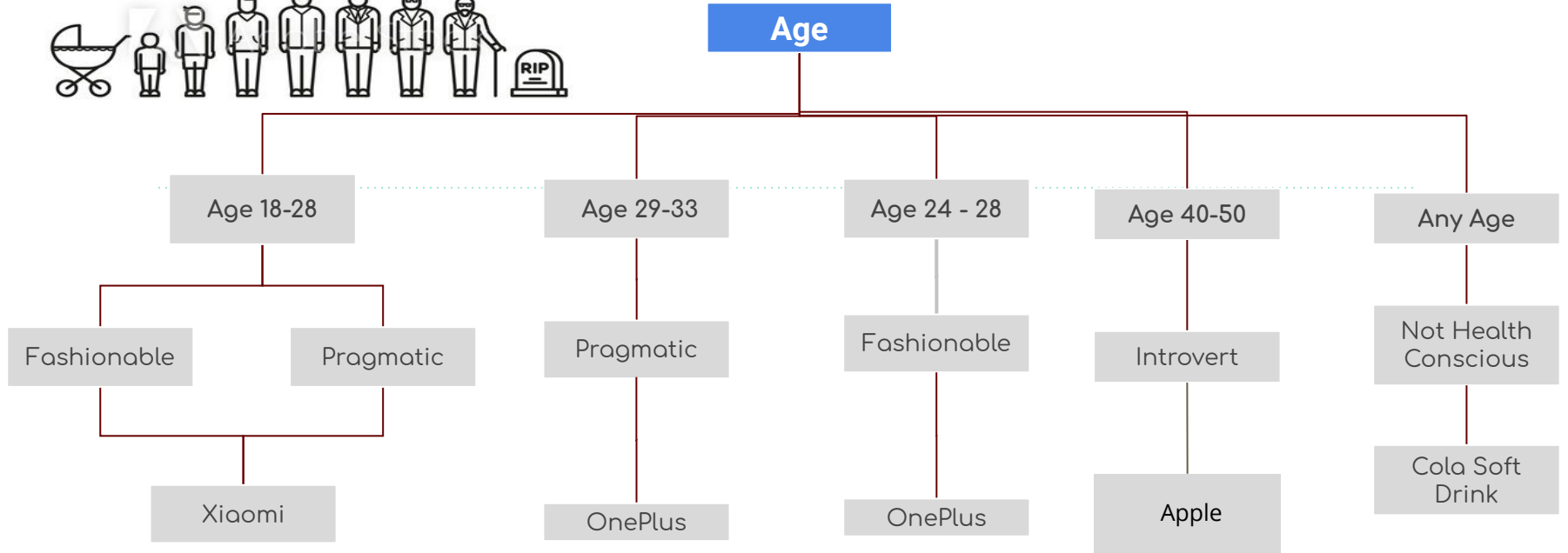
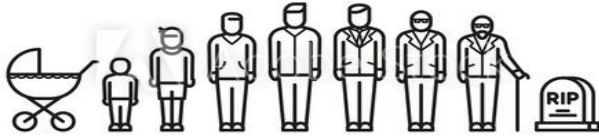
31.0%

## Pragmatic

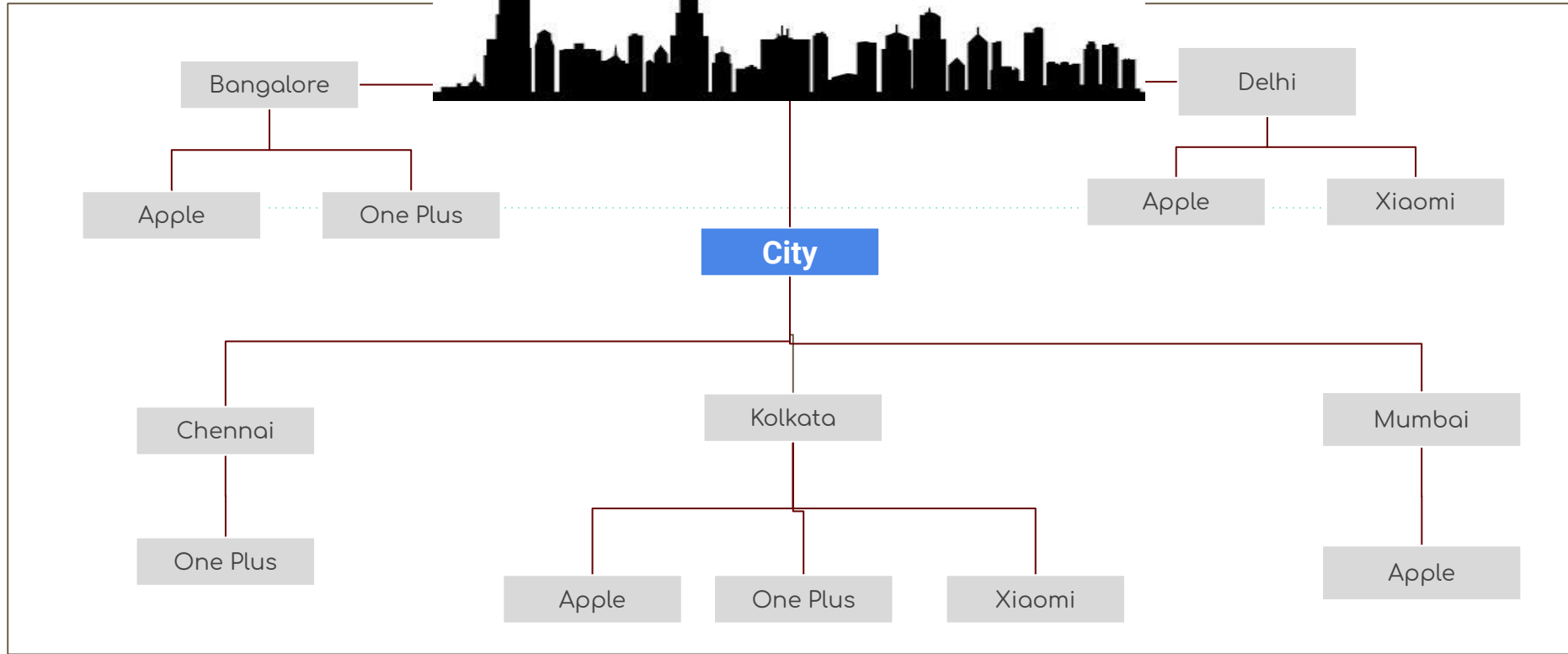
- Logic Buyer
- Extrovert
- Fitness Fanatic
- Focused Buyer
- Dine Out

25.8%

# Selecting brands- Age Groups

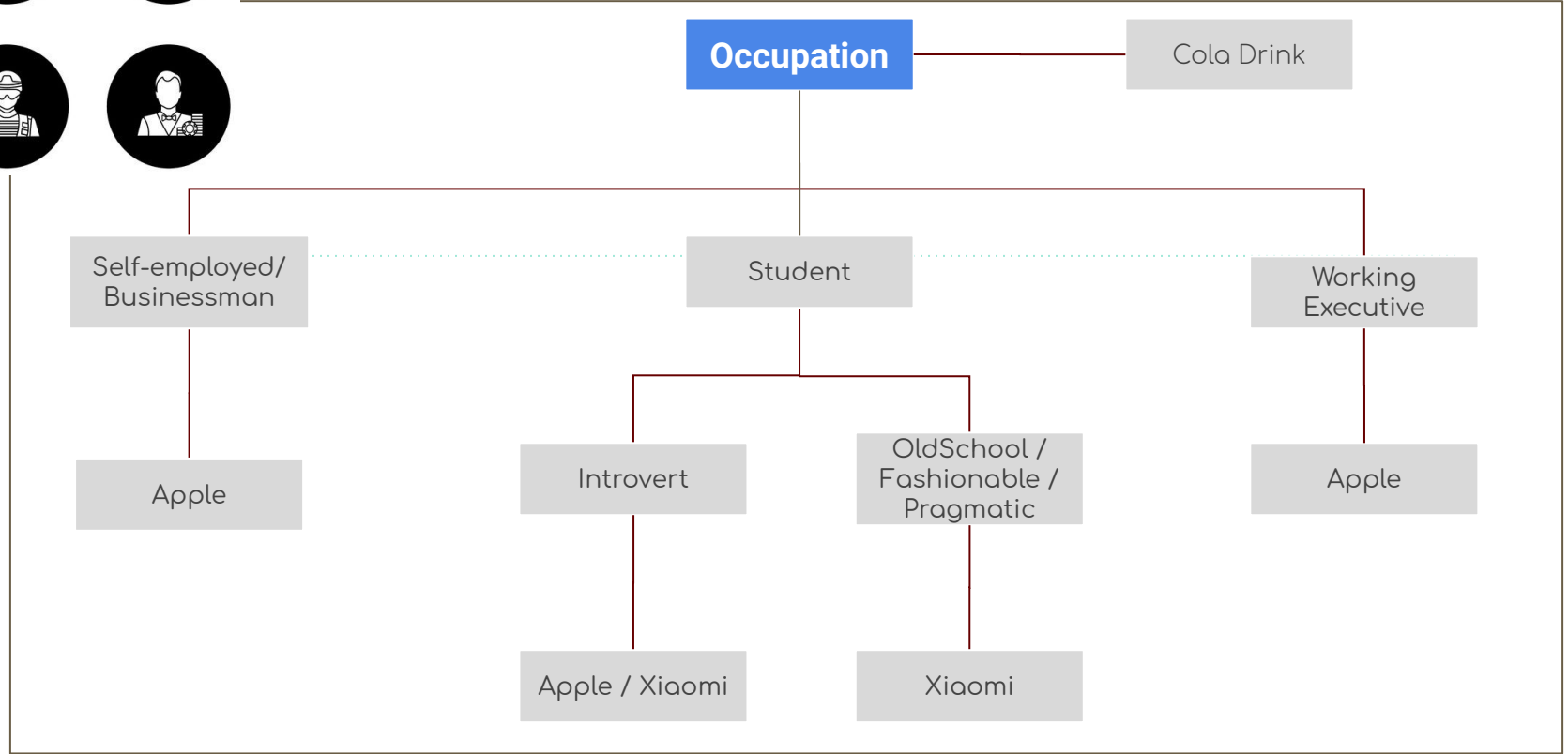


# Selecting brands- Hometown Groups

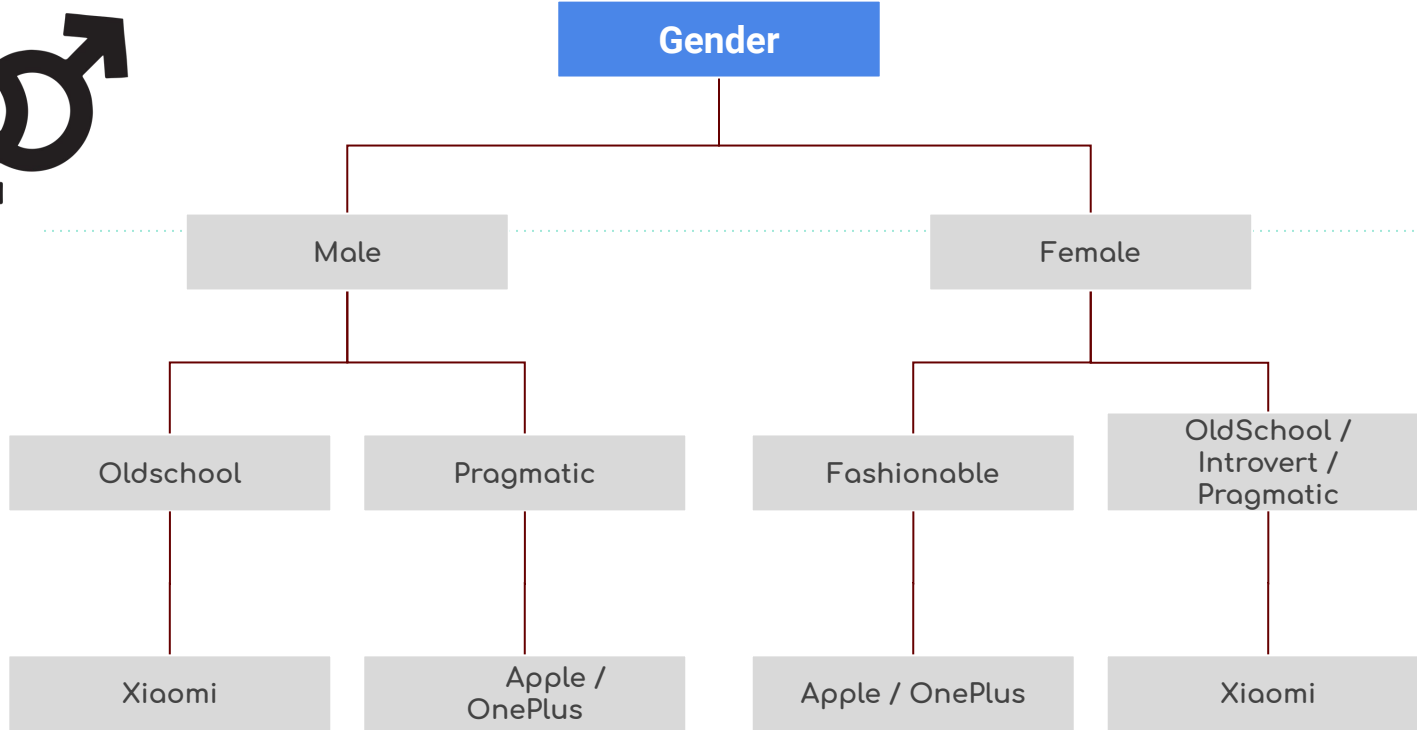




# Selecting brands- Occupation Groups



# Selecting brands- Gender Groups



# Segments - Brand Recommendations

## Old Schools

- Ayurvedic(patanjali)



- Kindle Reader



## Introverts

- Swiggy Monthly Membership



- Playstation - PS4



## Fashionables

- Bose speaker



- H&M Membership card



## Pragmatic

- Muscle Blaze



- Gold's Gym Membership





# THANK YOU

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