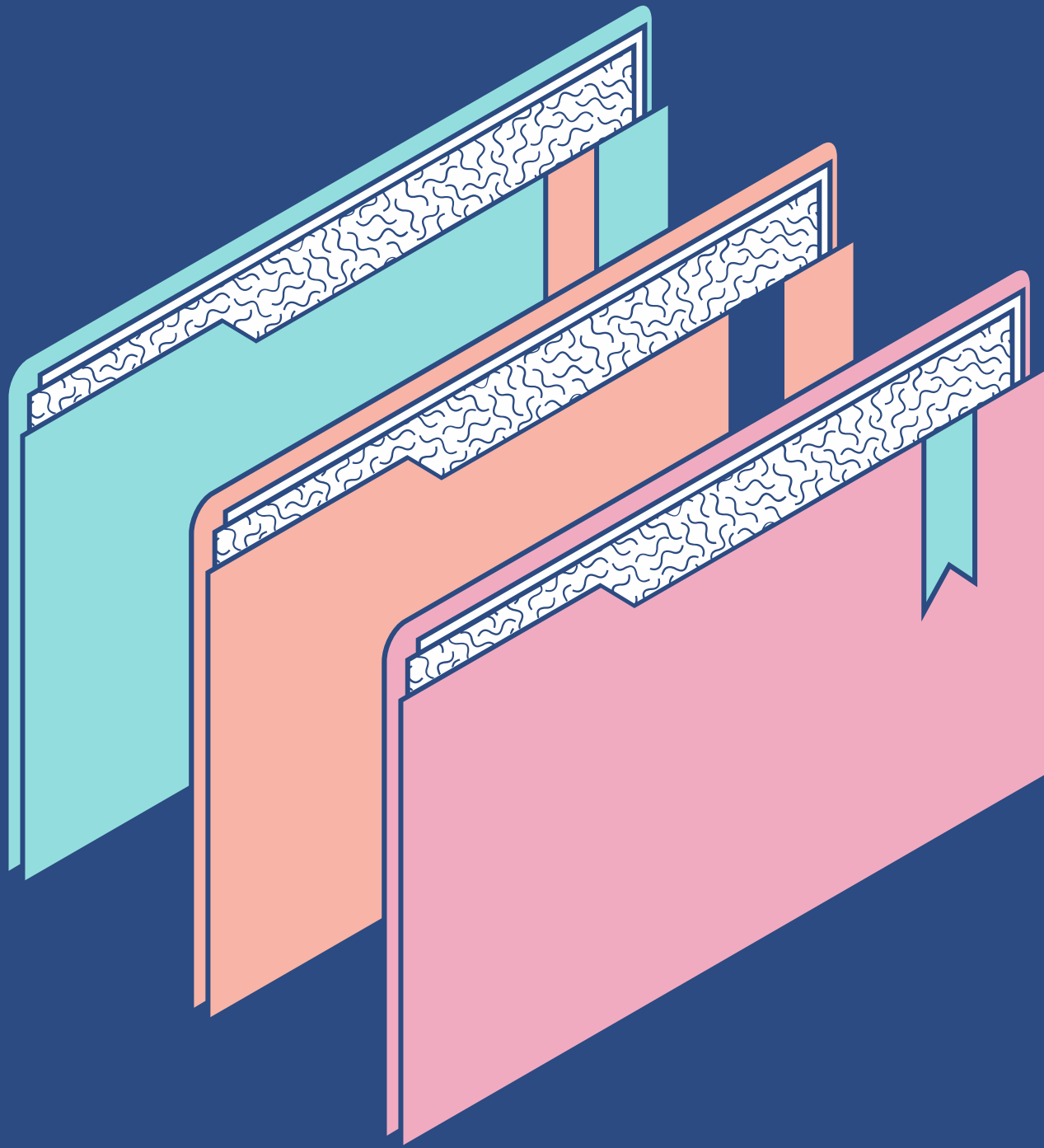


PSYCHOGRAPHIC SEGMENTATION



By- Swapnil Tripathi

Background / Objectives



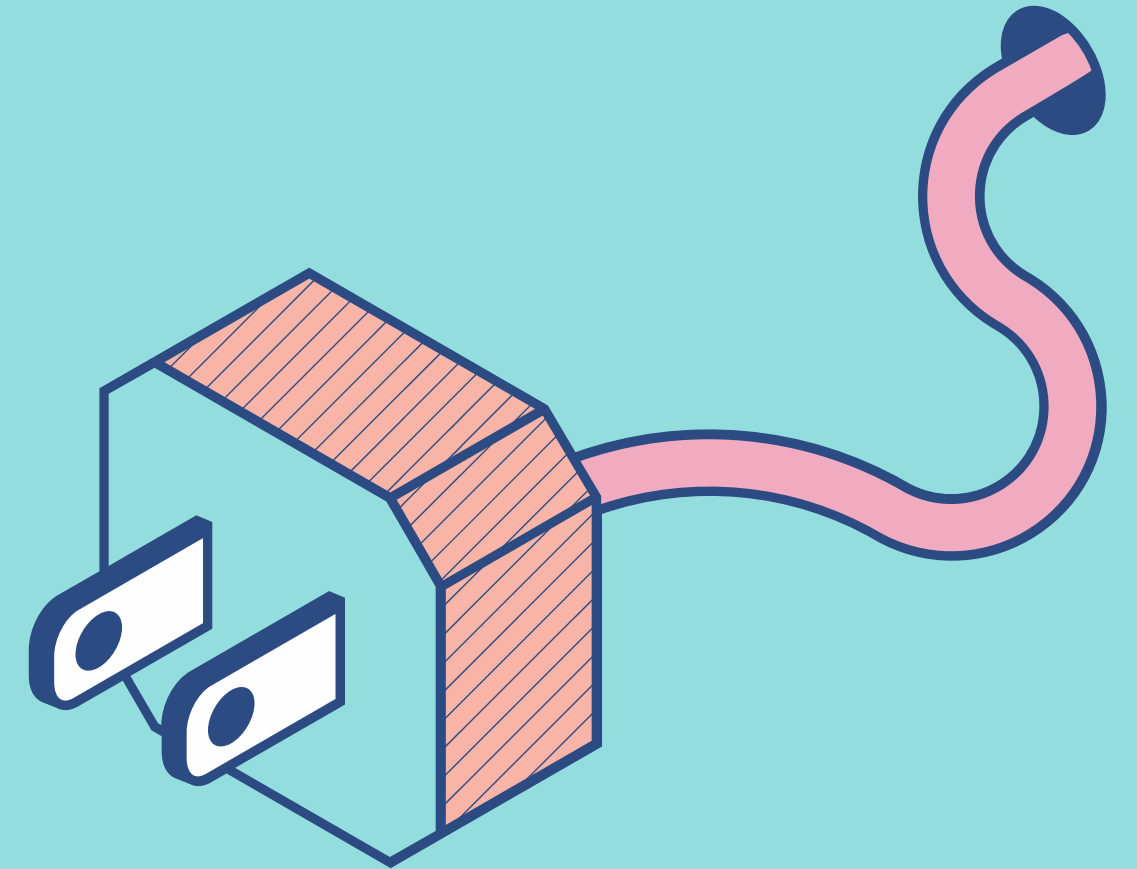
- To find out psychographics of the respondents and then understand each segment by the usage of the products.
- The results obtained will allow a brands to get a better understanding of the cluster physiography and enable them to custom products according to the needs and want of the users.
- For the same, data was collected from consumers (students of B-schools and other professional courses). The consumers were asked about ownership and behavior of products.

Data Description

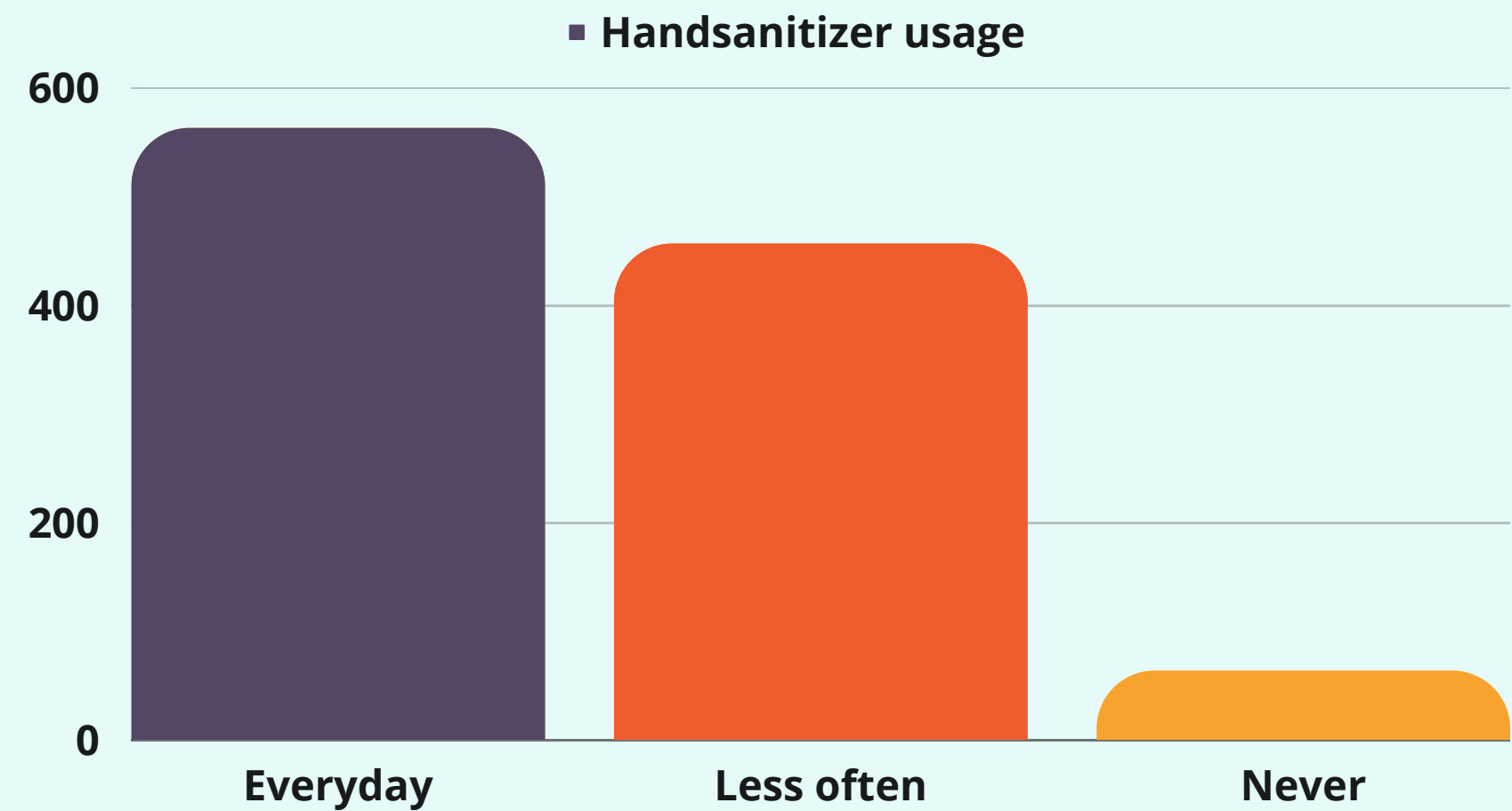
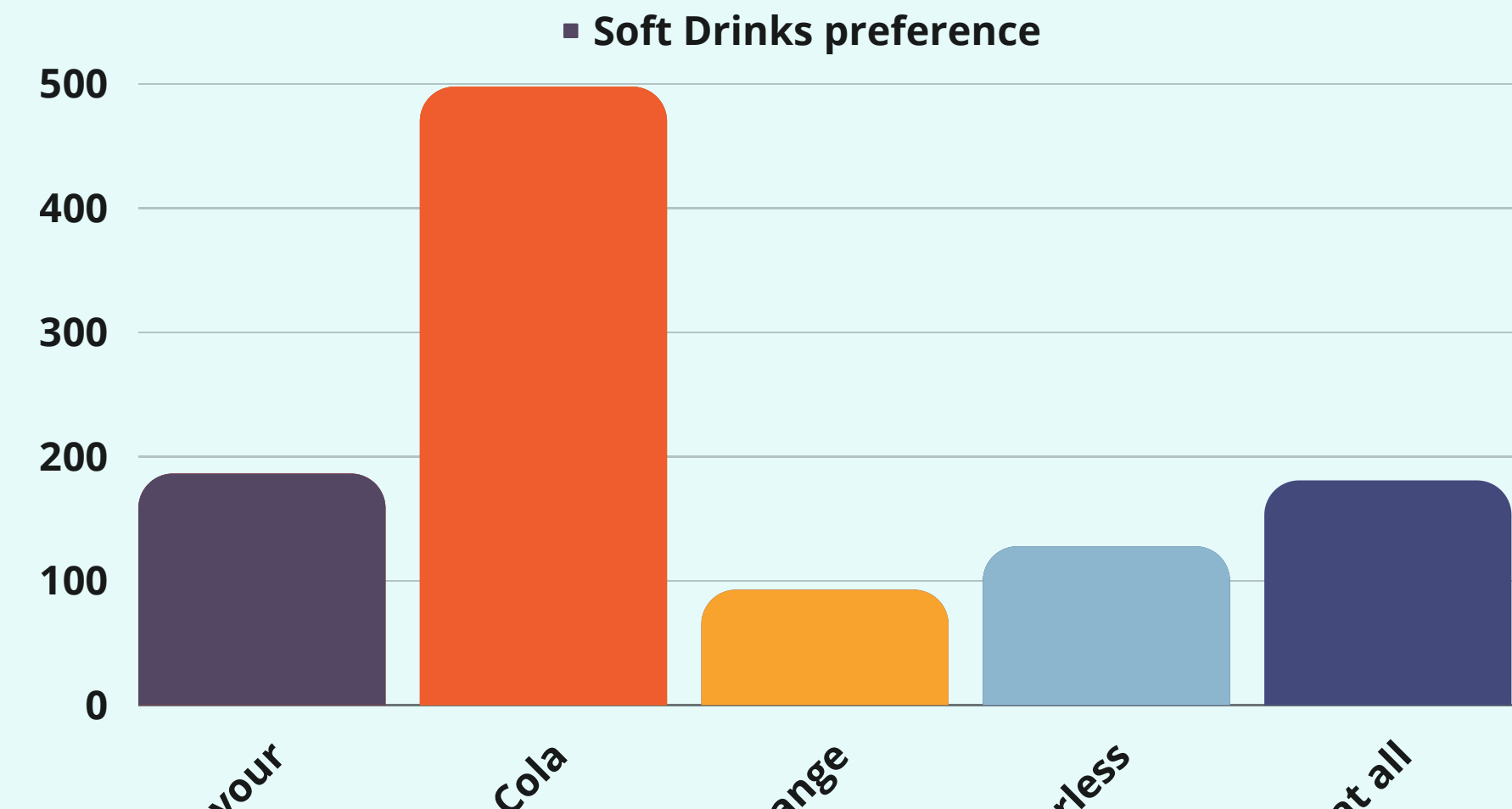
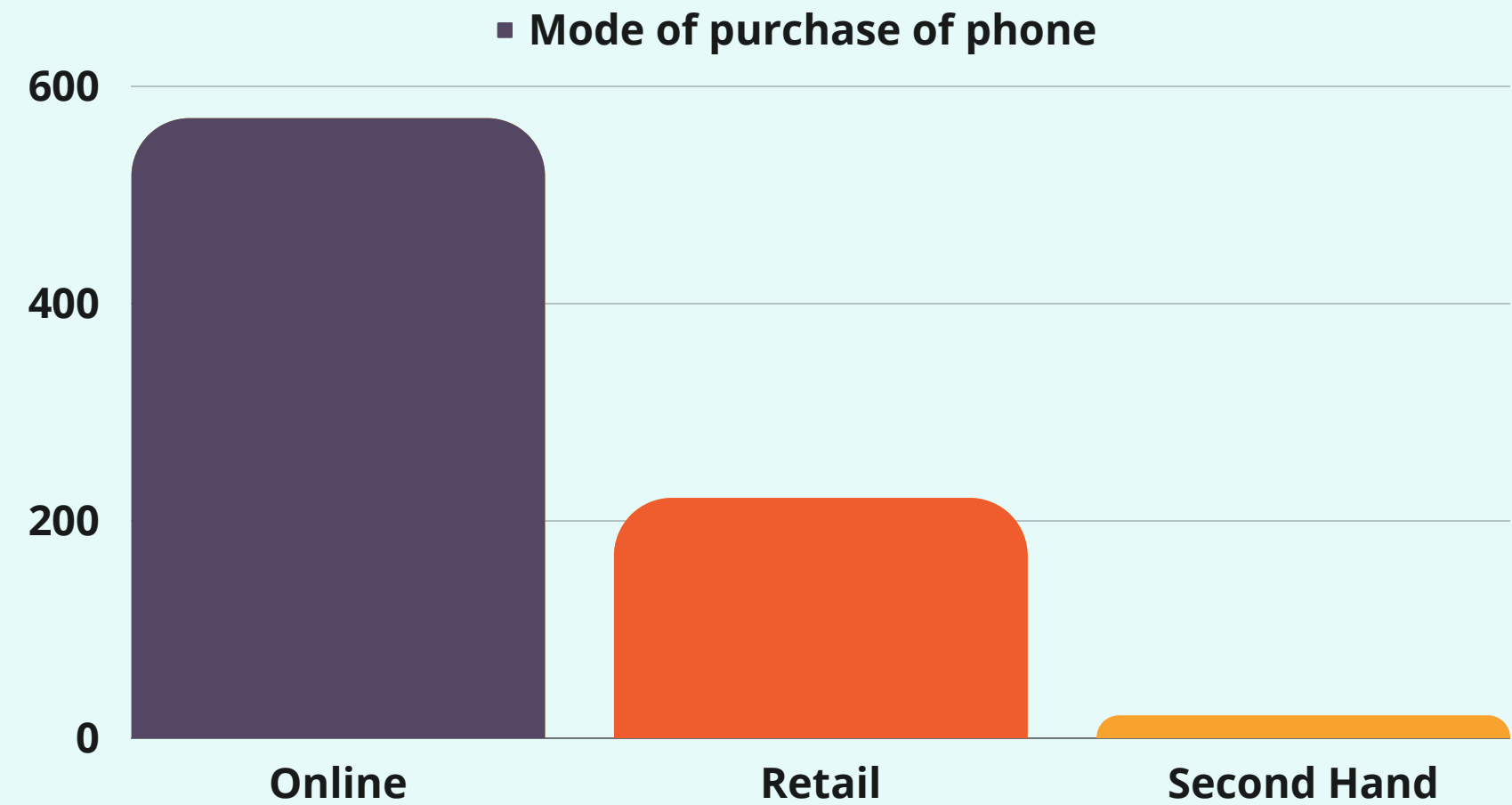
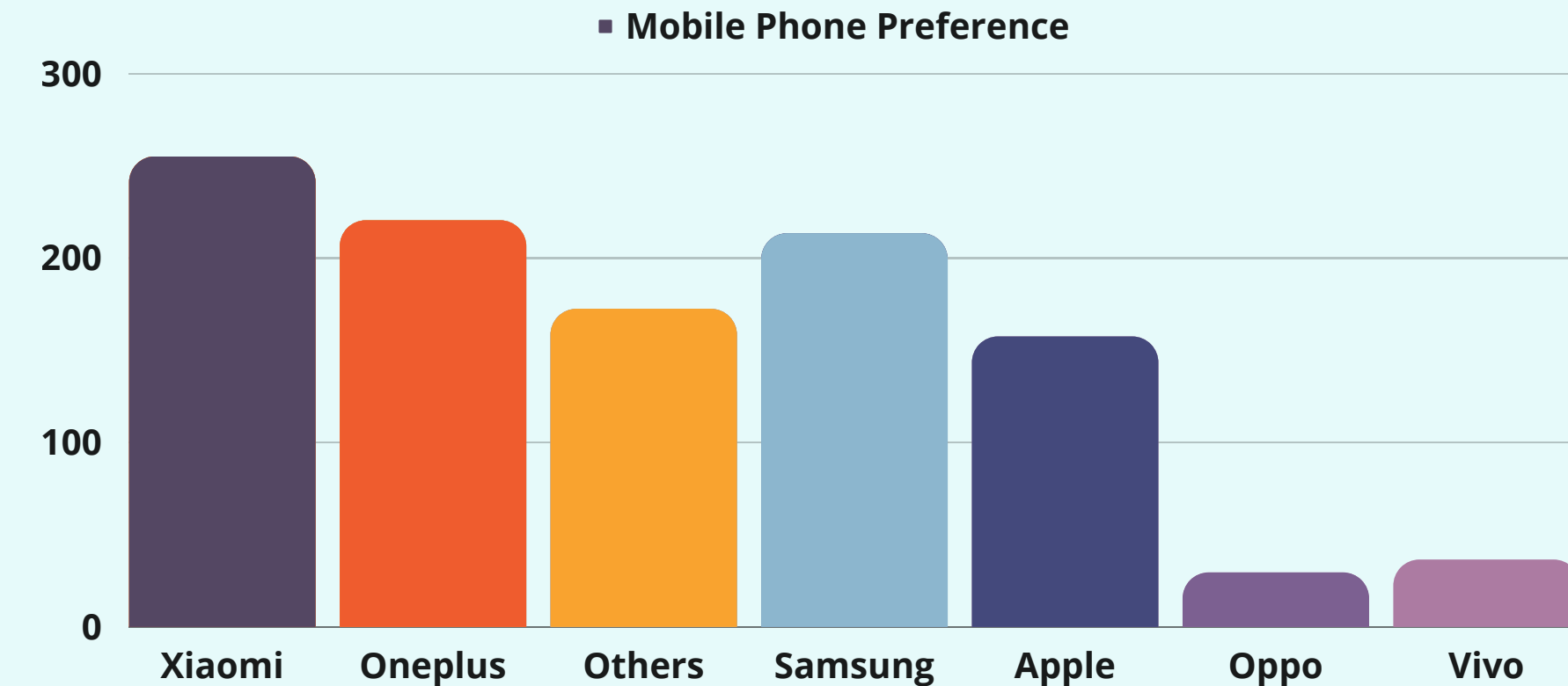
Sample Size = 1082

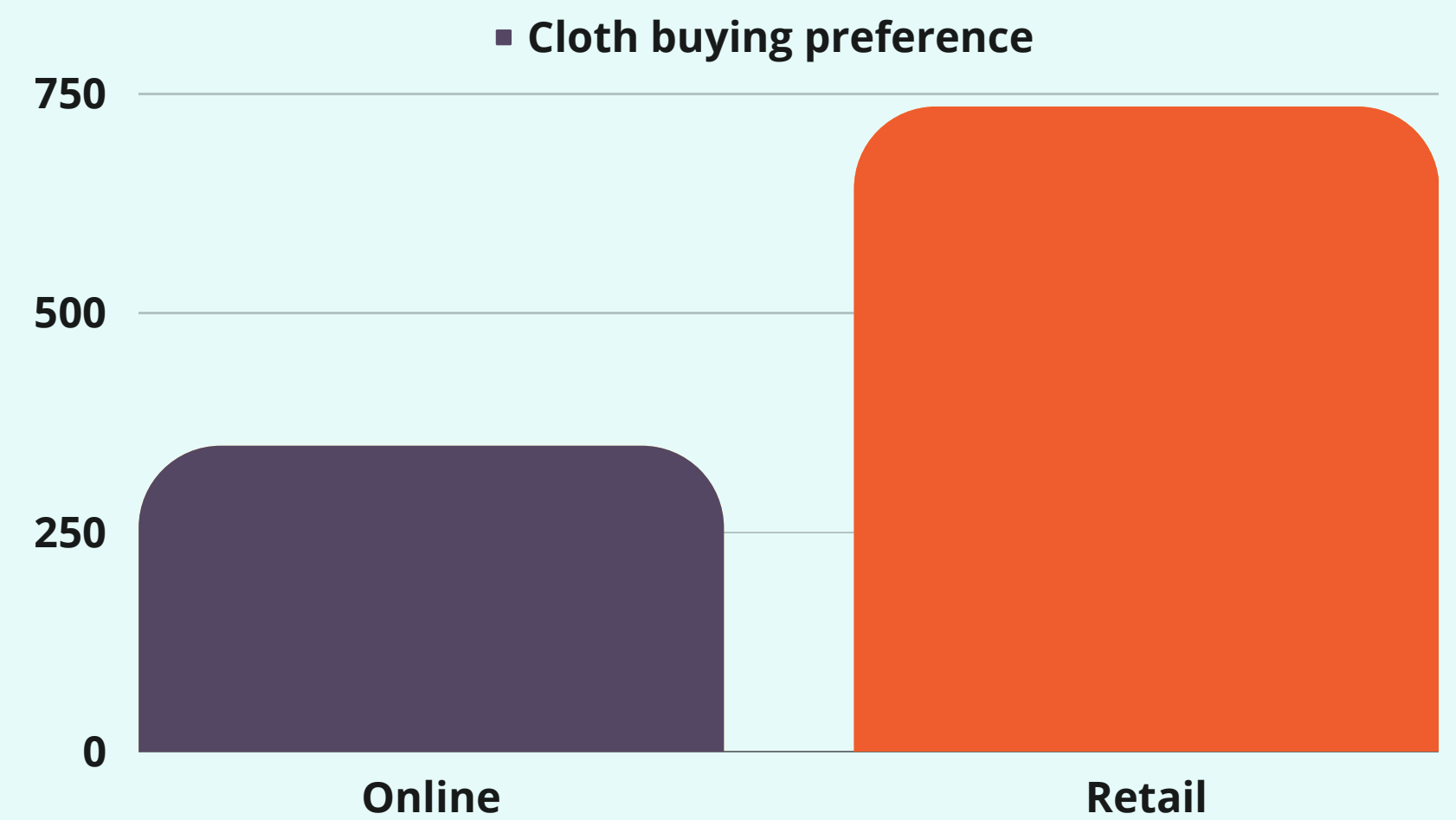
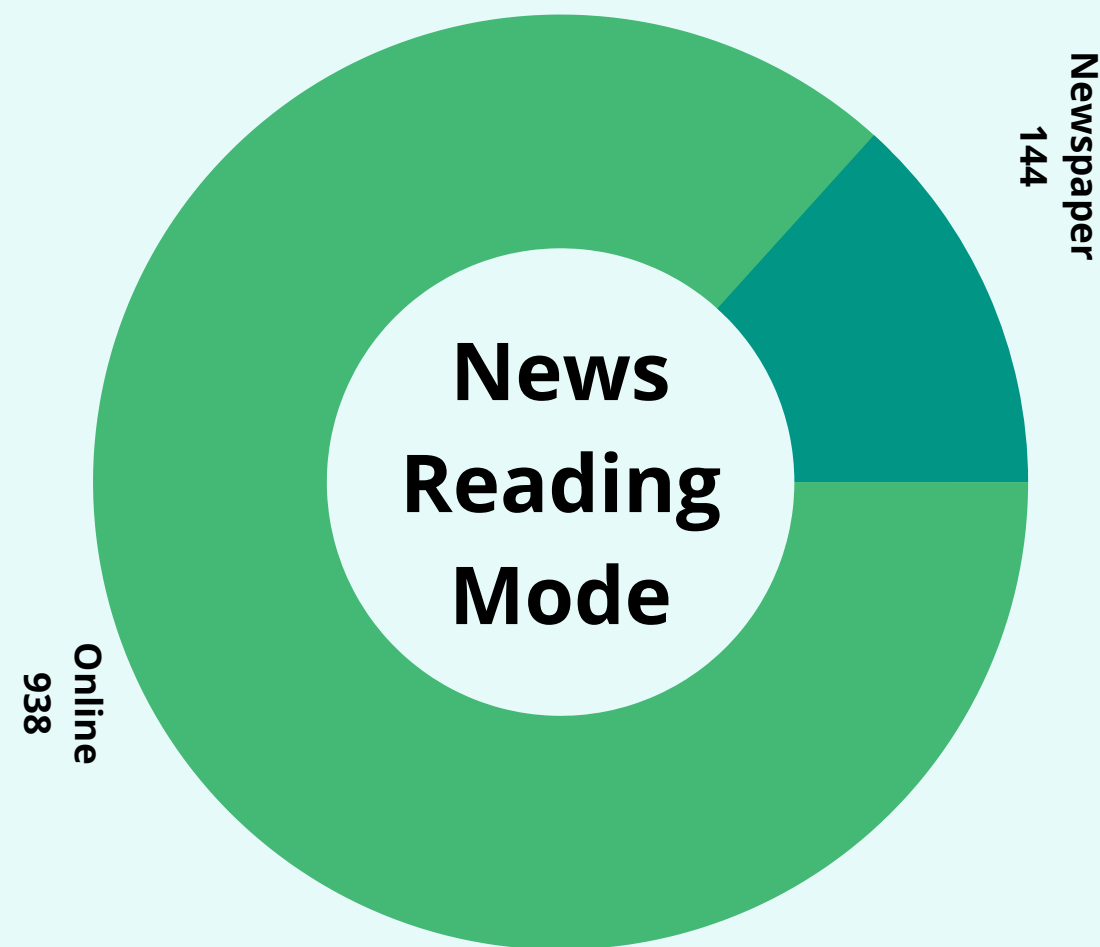
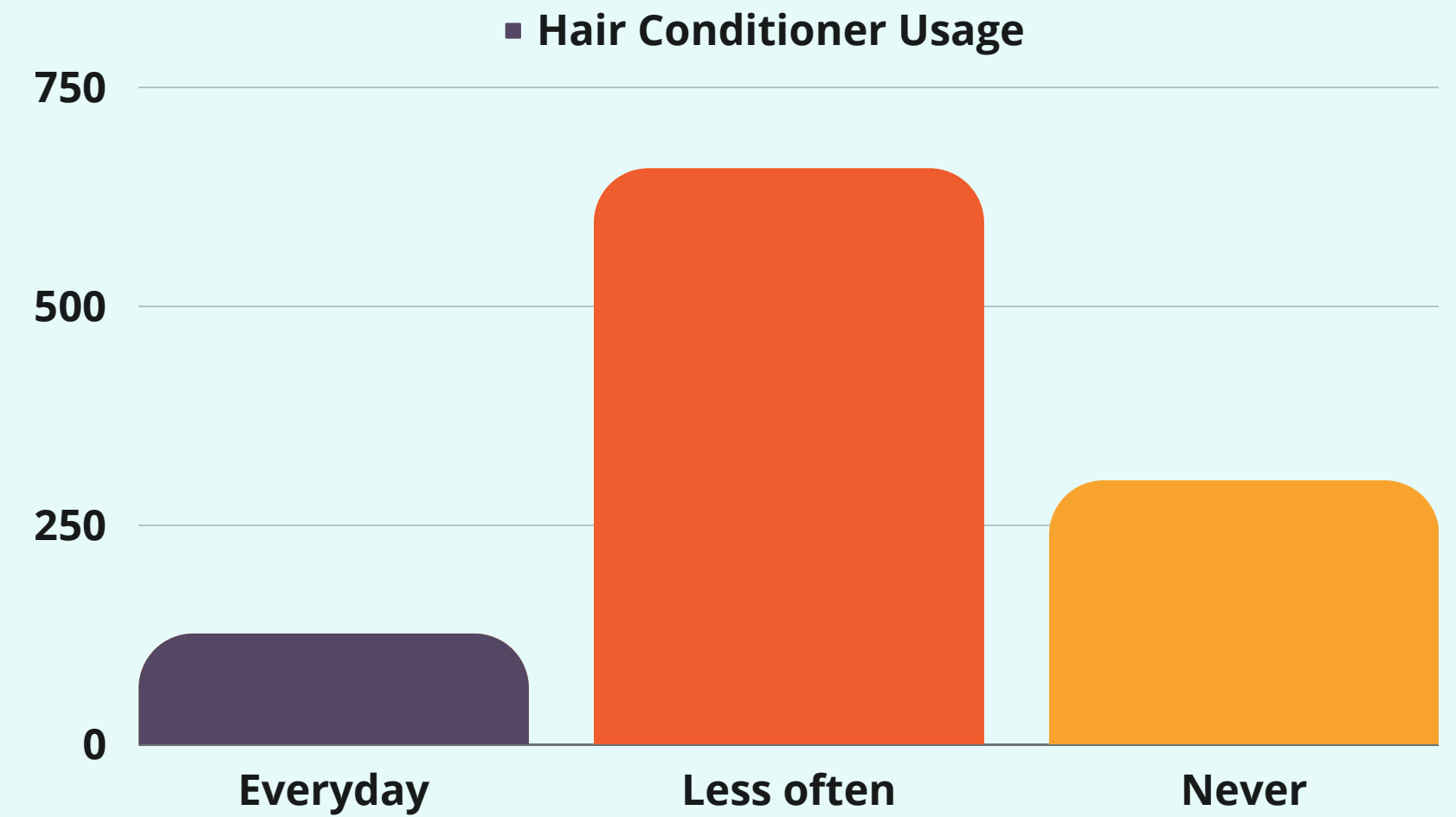
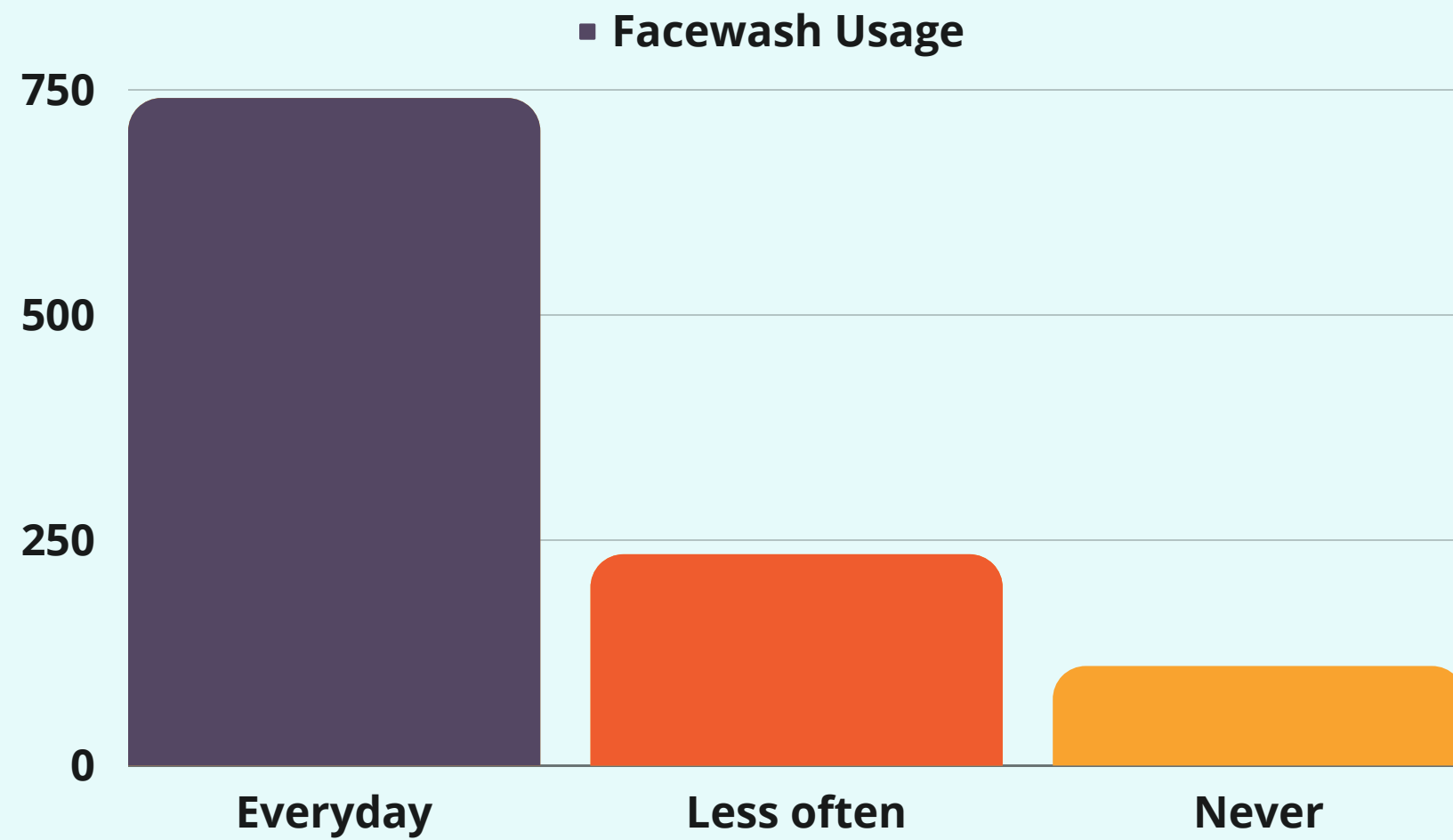
Srl_no (Col A) – Each respondent has been given a unique serial number. Also the data for our batch is in the last few records of the dataset

Psychographic statements as variables (Col B to Col O) – 14 psychographic statements, each asked to be rated on a 11-point-scale – 0 being “Strongly Disagree” and 10 being “Strongly Agree”.



Exploratory Data Analysis





Cluster Formation

3 Clusters were formed using K-means Clustering in Python.

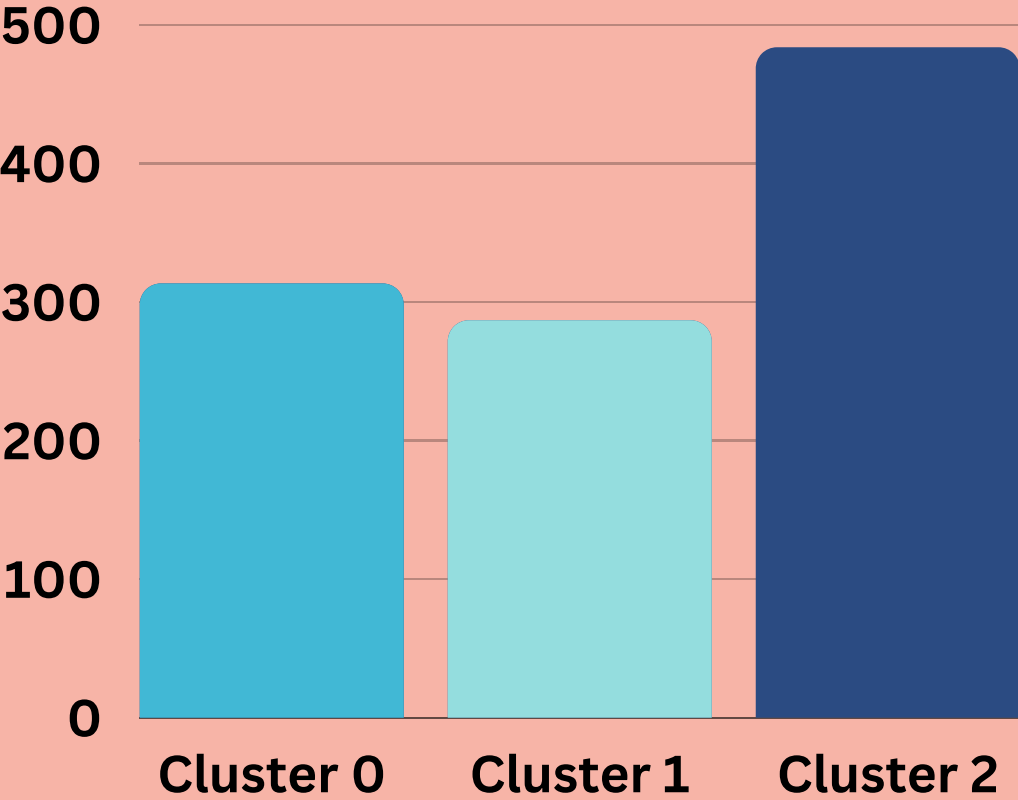
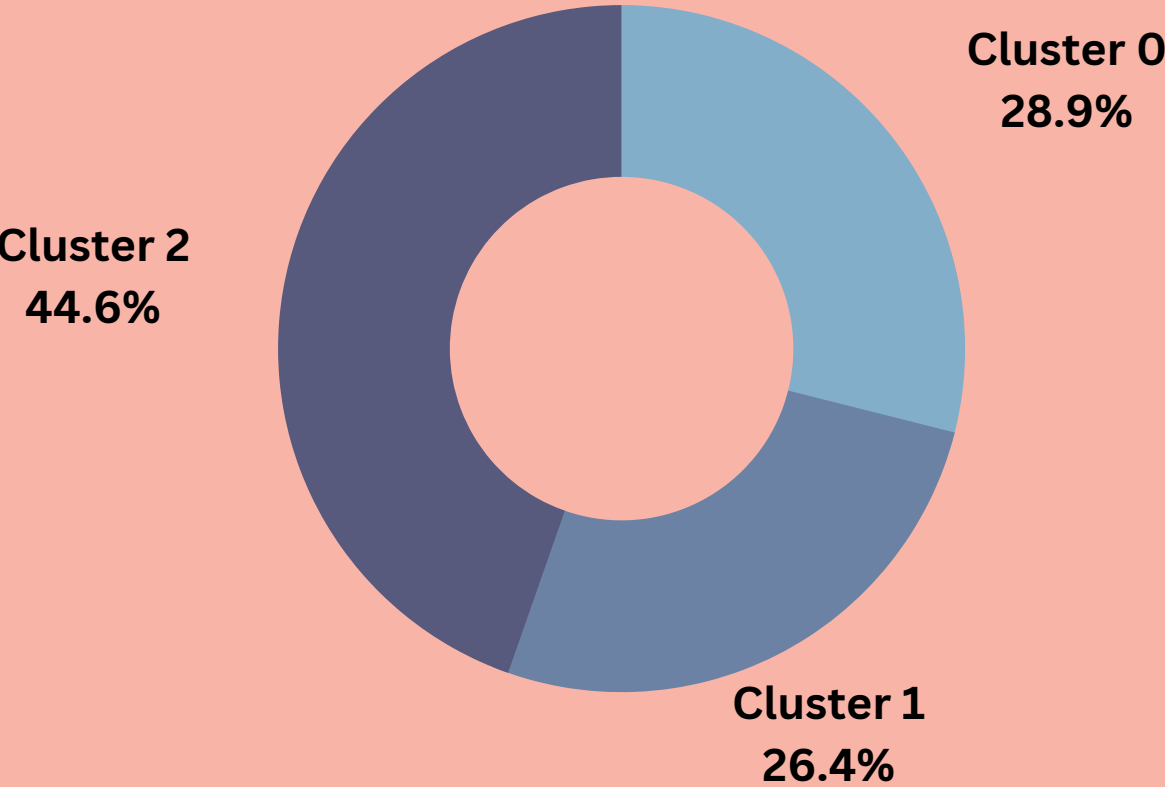
[Link for python code](#)

Sno.	Attributes	0	1	2
1	Average of I generally plan my expenses and never spend more than my budget	1.19	0.04	-1.23
2	Average of I often take opinions or check reviews before buying	0.42	0.32	-0.74
3	Average of I often experiment with new brands rather than just sticking to old ones	-0.02	0.21	-0.19
4	Average of I like to spend my weekends with friends than staying at home .	-0.31	-0.17	0.48
5	Average of My favorite subjects in school were Mathematics & Science rather than Literature	0.79	0.08	-0.88
6	Average of I make it a point to do some physical exercises (like swimming, walking, yoga) almost everyday	2.69	-2.28	-0.41
7	Average of When I go out for shopping, I end up buying more items just by impulse	-0.92	-0.12	1.05
8	Average of I am active on almost all Social media	-1.13	-0.28	1.41
9	Average of I like light, sober colors to bright, exciting colors when it comes to clothing	0.19	0.29	-0.48
10	Average of I prefer ordering in from online apps than dining out	-0.67	1.07	-0.40
11	Average of I prefer watching videos/shows online rather than watching them in the television	-0.12	0.50	-0.38
12	Average of I follow Brands, celebrities, influencers on social media	-0.58	-0.94	1.52
13	Average of I always try to keep up with new fashion trends	-0.25	-0.88	1.14
14	Average of I prefer reading or listening to music rather than exercising or playing a sport	-1.28	2.16	-0.88
		0.00	0.00	0.00

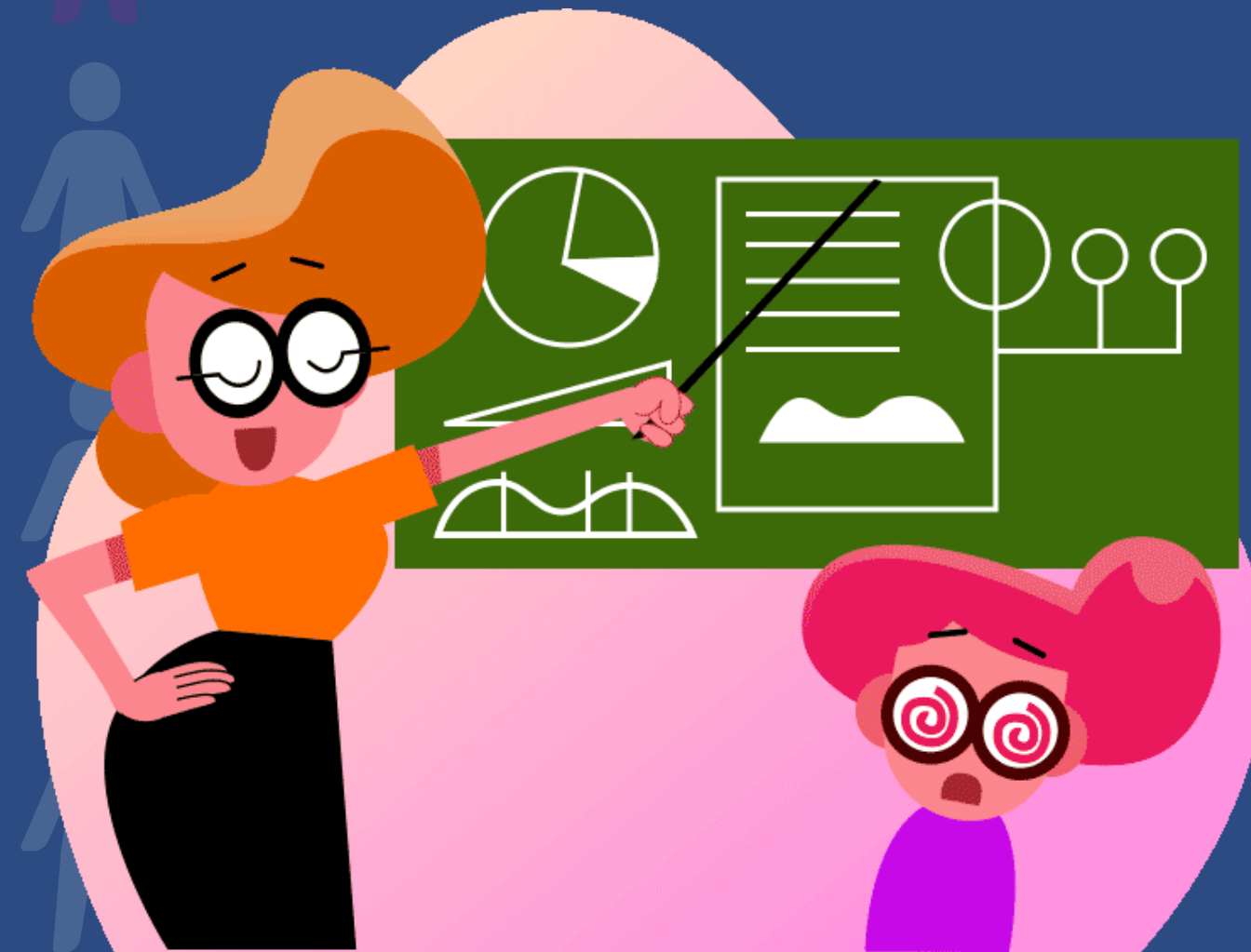
Cluster Finding



CLUSTER 0(PURPOSEFUL)	CLUSTER 1(INACTIVE)	CLUSTER 2(SPENDTHRIFT)
Health Conscious	Not into fitness	Social Media Buff
Fitness Freak	Introvert	Extrovert
Planned Buyer	Homebody	Impulse Buyer & Brand Conscious
Calculative	Unsporty	Wears bright colors & Fashionista

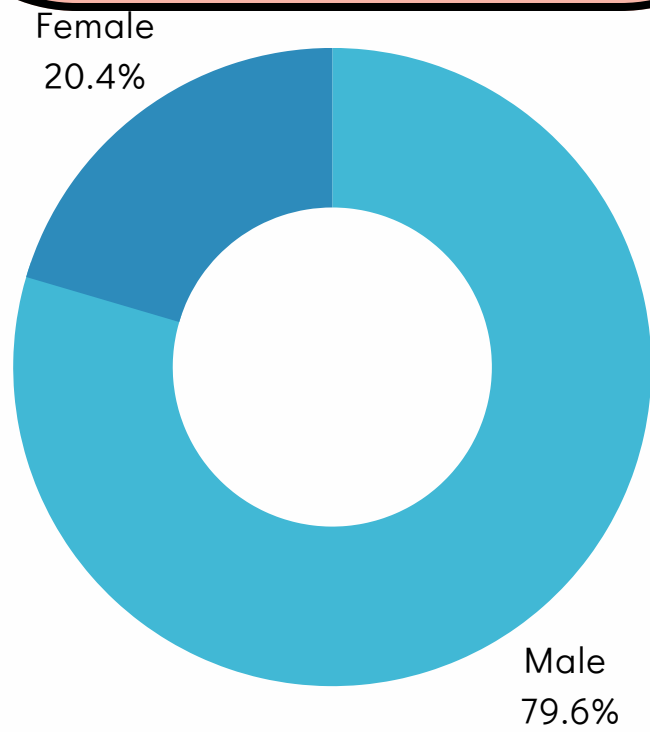


Cluster Demographics

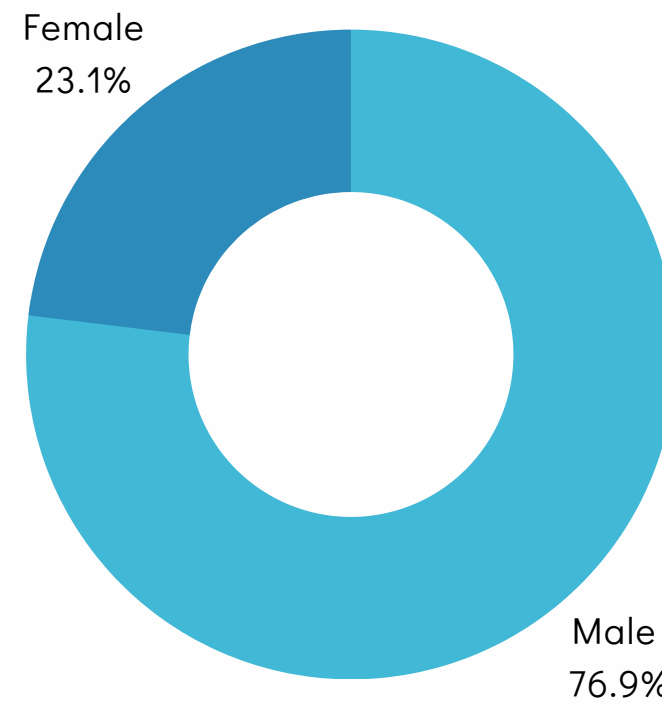


Gender

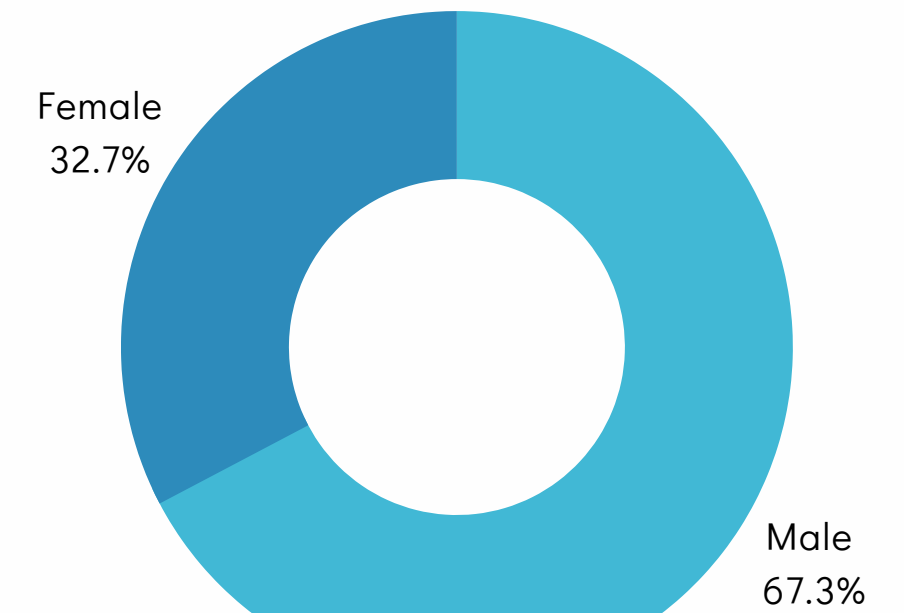
Cluster 0



Cluster 1



Cluster 2



Age Group

18-23



24-28



29-33



34-40

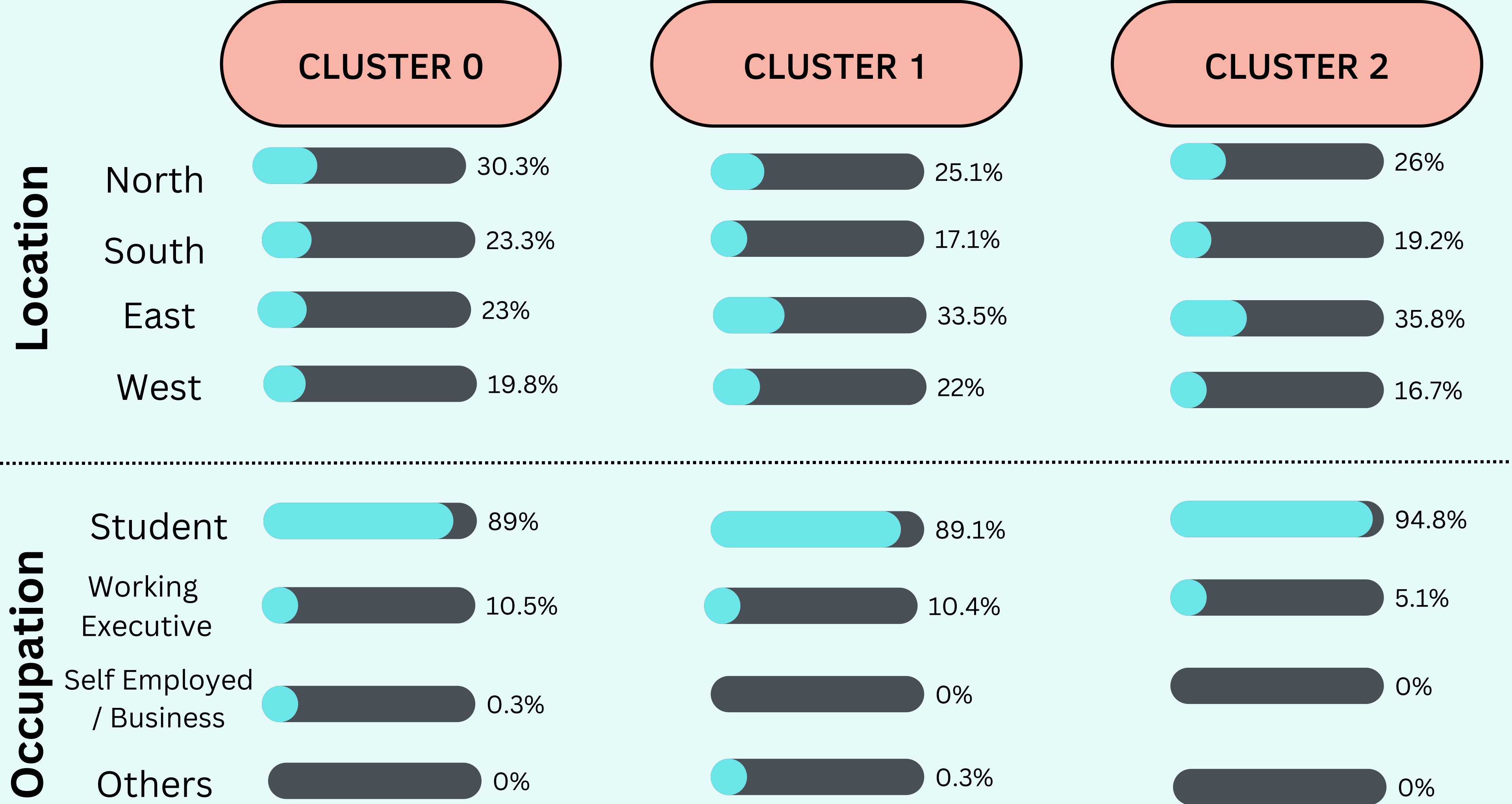


40-50

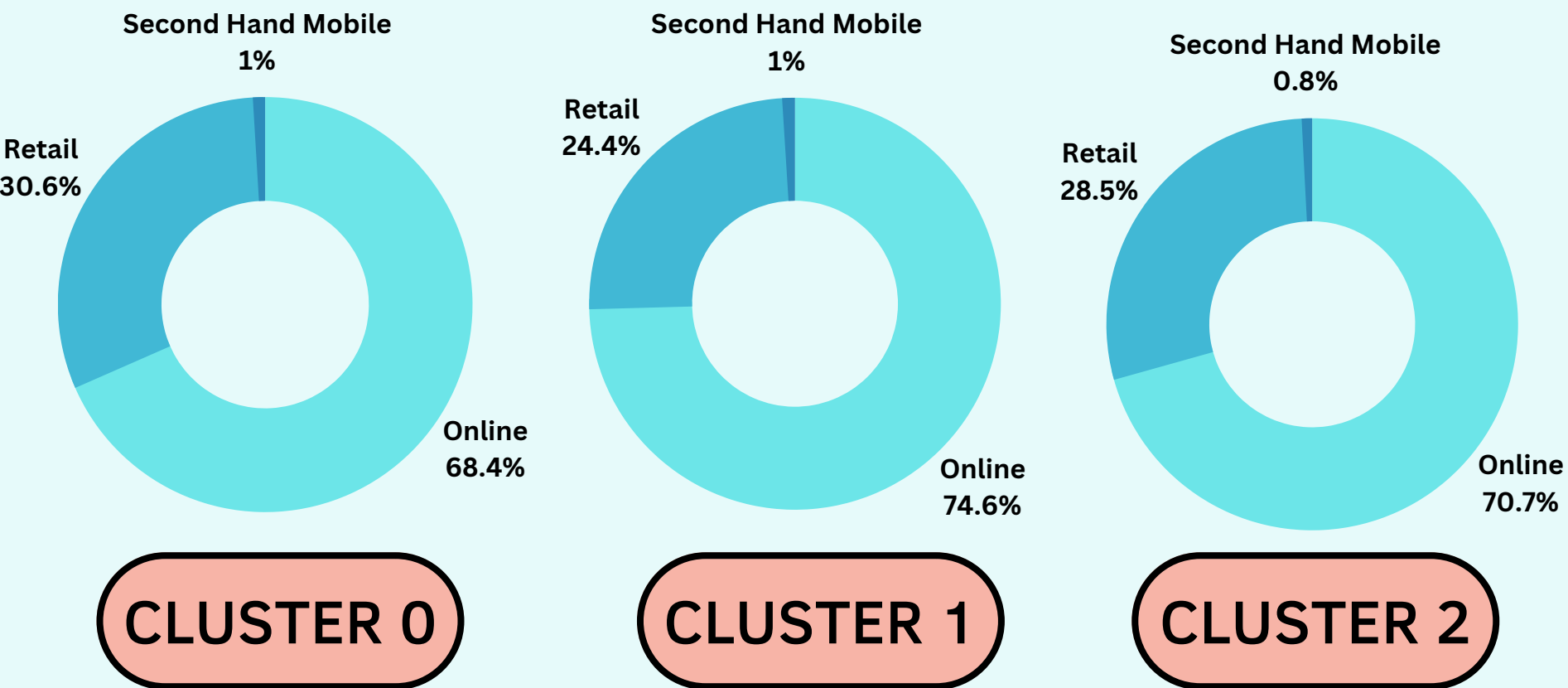


50-60

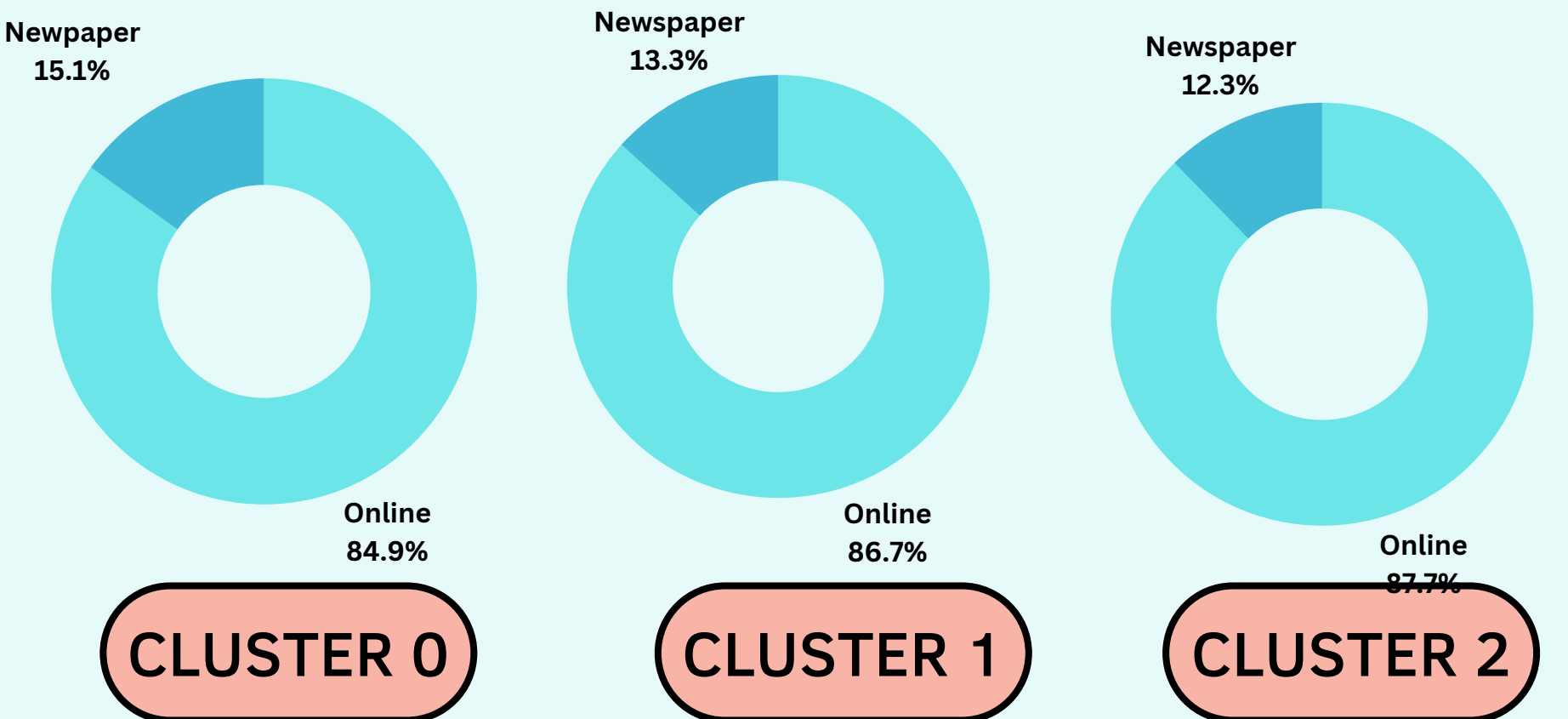




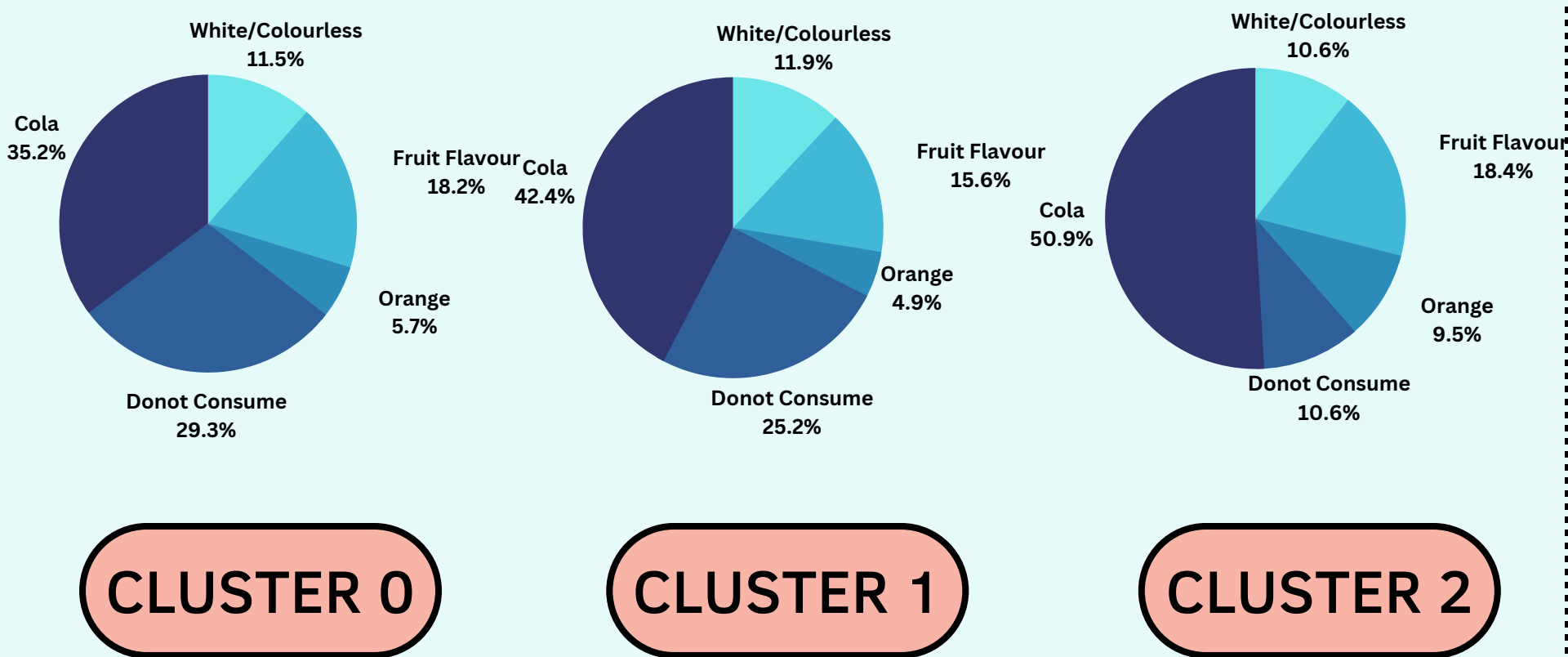
Purchasing Mode of Mobiles



News Reading Behaviour



Soft Drink Likeability



Hand Sanitizer Usage



Analysis



Purchasing Mode of Mobiles

- Since Cluster 2 likes less physical Activity ,so will prefer to purchase mobile phones from online.

Soft Drink Likeability

- Since Cluster 3 is a brand conscious & Fashista ,So prefers Cola(>50%).
- Also Cluster 3 is Spendthrift,so has least "Donot Consume" segment.(~ 10%)
- Cluster 1 is Health Conscious, So has highest "Donot Consume" segment.(~ 30%)

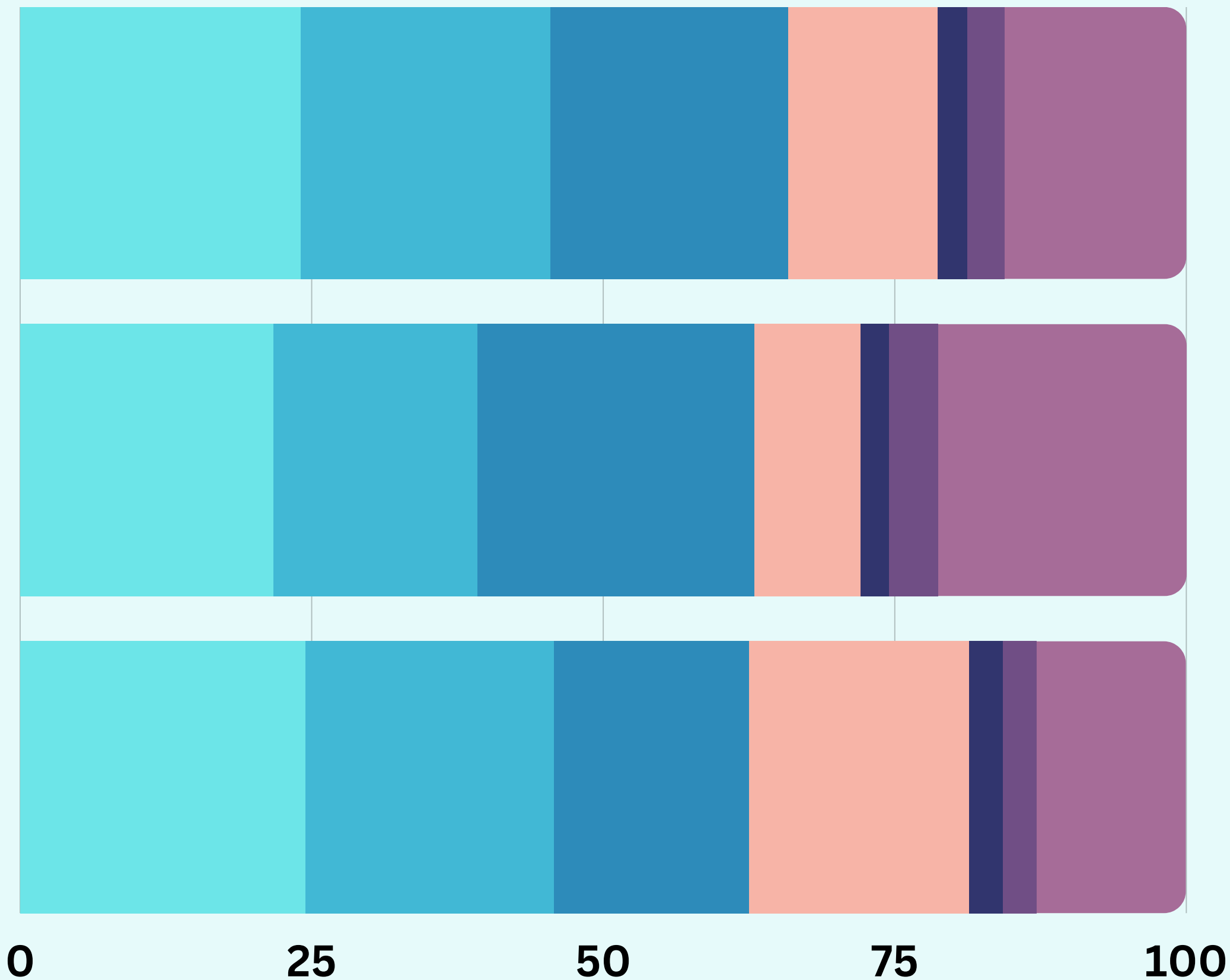
Mobile phones Ownership

Xiaomi One Plus Samsung Apple Oppo
Vivo Others

Cluster 0

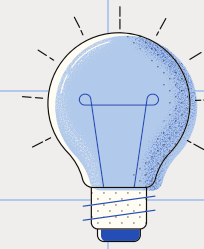
Cluster 1

Cluster 2



As we know ,Cluster 2 was Spendthrift.
& Impulsive buyer.
Thereby ,Highest ownership of
Apple(Premium brand) was from the
Cluster 2

CLUSTERS



CLUSTER 0

1. Planned and organized spenders
2. follow old trends
3. Health Conscious
4. Not much social media freak.

CLUSTER 1

1. Introvert
2. Not into fitness
3. Prefers to order food online than dining out.
4. Donot follow brands & celebrities.
5. Likes to wear sober clothes.

CLUSTER 2

1. Impulsive Buyer
2. Brand Conscious.
3. Active on almost all social media.
4. Many times spend more than his budget.

Which Brand to Suggest..?



Reebok/Levis

- This people are intermediate buyers.
- Reebok or Levis Brand can be recommended as it they also look for fashion.



Sparx/Roadster/Audible / Big Basket

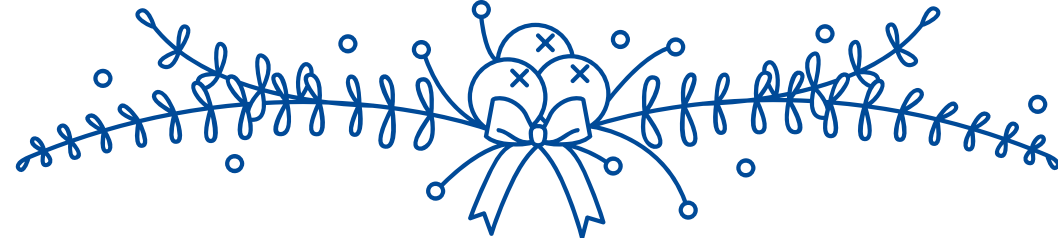
- This are the People who likes to spend wisely
- We can recommend them Sparx shoes or Roadster Shirts as they are affordable
- Offers on products will work for this kind of people
- Since they prefer to listen music/ audio than physical excercise ,so will recommend Audible.



Louis vuitton/CK/Starbucks

- They are unplanned spenders.
- They may prefer to go for a higher brand if they like the product.





Thank
You

