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## Segmenting Indian Consumers: A Psychographic Approach

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**Abstract-** Segmentation is the need of modern marketing because to serve the entire market is no more profitable. The very first step of market segmentation is to identify which variables are most important to segment or to group the customers into homogeneous groups. Usually more than one variable is used to give the description of market segments. The most common variables used are demographic, geographic, psychographic, and behavioural. In the present study demographic and psychographic variables are taken into consideration. The human behavior is dominated by the internal psycho of the individual and the way they treat with the society. The main psychographic variables as values, social interest, attitude and lifestyle are broadly taken into consideration. Cluster analysis is used to segment the market. Factor analysis is used to identify the factors for segmentation.

**Keywords:** *segmentation, psychographic variables, factor analysis, clusters analysis.*

**GJMBR-E Classification :** *JEL Code: N30, M00*



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# Segmenting Indian Consumers: A Psychographic Approach

Dr. Kiran Mor<sup>α</sup> & Sulekha<sup>σ</sup>

**Abstract-** Segmentation is the need of modern marketing because to serve the entire market is no more profitable. The very first step of market segmentation is to identify which variables are most important to segment or to group the customers into homogeneous groups. Usually more than one variable is used to give the description of market segments. The most common variables used are demographic, geographic, psychographic, and behavioural. In the present study demographic and psychographic variables are taken into consideration. The human behavior is dominated by the internal psycho of the individual and the way they treat with the society. The main psychographic variables as values, social interest, attitude and lifestyle are broadly taken into consideration. Cluster analysis is used to segment the market. Factor analysis is used to identify the factors for segmentation.

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## I. INTRODUCTION

Demographic segmentation is perhaps the most commonly used and most easy or natural segmentation to assess. It has been widely described in the literature that demographic characteristics are important factors to determine fruit intake (Turrell et. al, 2002). But demographic variables are losing their importance because of the cultural and social changes. Demographic factors are no more good for segmentation (Yenkelovich, 1968). However, they are useful only when they are correlated with the relevant objective function, such as purchase behavior or brand preference (Matsuno, 1998). The present study is related with the purchase behavior of consumers influenced by psychographic variables.

The main purpose of psychographic segmentation is based on attitude, lifestyle, value and interest. Lifestyle segmentation has been used for several marketing and advertising purposes (Wells and Tigers, 1977).

## II. OBJECTIVES

1. To identify the psychographic factors affecting the purchase behavior of consumers.
2. To segment the Indian market on the basis of psychographic factors.

## III. RESEARCH METHODOLOGY

The most widely used measures of lifestyle segmentation are Rotech's value survey, List of Values (LOV), Values and life Style (VALS2), and Activities, Interest, and Opinions (AIO). In the present study twenty five psychographic variables are used to segment the consumers. To reduce the data set or to make feasible study explanatory factor analysis is used, by which six meaningful factors are found.

One of the most common scales is used in the study that is Likert scale. It was developed by Rensis Likert in 1932. The Likert scale can be four-point, five-point, six-point, and so on. The even-numbered scale usually forces a respondent to choose while the odd-numbered scale provides an option for indecision or neutrality. The five point scale is used in the study as 1=strongly disagree, 2=disagree, 3=not sure, 4=agree, and 5=strongly agree.

A sample of 400 consumers selected through multi stage random sampling is used to draw the results by using factor analysis and cluster analysis. Statistical software PASW 18 is used to get the results.

## IV. RESULTS AND DISCUSSION

### a) *Factor analysis to get the psychographic variables affecting purchase behavior of consumers*

Before segmenting consumers market factor analysis is done to reduce the data set and to get the variables affecting the purchase behavior of consumers. An explanatory factor analysis is applied on twenty five psychographic variables.

For factor analysis, the problem of multi-collinearity has been checked. For this purpose the correlation coefficient of each and every variable is calculated. Correlation coefficients are not excessively large and each variable is reasonably correlated with other variables. Therefore none of the variable is dropped out. However, principal component analysis is used for factor extraction which indicates that there is no problem of multi collinearity.

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b) Adequacy of sample size

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.828
Bartlett's Test of Sphericity	Approx. Chi-Square	6680.173
	Df	300
	Sig.	.000

Kaiser (1974) recommends a bare minimum of 0.5 and that values between 0.5 and 0.7 are mediocre, values between 0.7 and 0.8 are good, values between 0.8 and 0.9 are great and values above 0.9 are superb (Hutcheson & Sofroniou, 1999). Here in the present study the value is 0.828, which falls into the range of being great, so we should be confident that the sample size is adequate for factor analysis. Bartlett's measure tests the null hypothesis that the original correlation matrix is an identity matrix. For factor analysis to work there should be some relationship between variables because if correlation matrix were an identity matrix then all correlation coefficients would be zero. Therefore Bartlett's measure tests that whether there is significant relationship between variables or not. Therefore a significant Bartlett's test tells that correlation matrix is not an identity matrix. For the present study data, Bartlett's test is highly significant ( $p < .001$ ), and therefore factor analysis is appropriate.

Here in the present study a principal component analysis was conducted on 25 variables or statements with orthogonal rotation or varimax. The Kaiser- Meyer-Olkin measure verified the sampling adequacy for the analysis,  $KMO = 0.828$  (great according to field, 2009) and all KMO values for individual items were  $> 0.7$ , which is above the acceptable limit of 0.5. Bartlett's test of sphericity  $\chi^2 (300) = 6680.173$ ,  $p < 0.001$ , indicated that correlations between items were sufficiently large for principal component analysis. An initial analysis was run to obtain the eigenvalues for each factor. The factor analysis retained only six components in the final result and the table below shows the factor loadings after rotation. The items that grouped same factor indicate that factor 1 represent the personal values, factor 2 work values, 3 social interests, 4 general attitude for life, 5 prudent and factor 6 is of brand conspicuous.

Rotated Component Matrix

	Component					
	1	2	3	4	5	6
s24	.854					
s12	.852					
s23	.821					
s13	.809					
s20	.752					
s9	.698					
s10		.844				
s1		.833				
s2		.821				
s21		.806				
s25			.880			
s19			.875			
s16			.664			
s17			.623			
s18			.587			
s7				.933		
s6				.931		
s22				.928		
s4					.924	
s15					.908	
s14					.905	
s11						.830
s5						.807
s3						.801
s8						.732

Extraction Method as Principal Component Analysis and Rotation method as varimax with Kaiser Normalization were used to get the factors.

The table of transformation matrix provides the information about the degree to which factors were rotated to obtain the final solution. If no rotation were necessary this matrix would be identity matrix. If orthogonal rotation were completely appropriate then a symmetrical matrix will appear.

Component Transformation Matrix

Component	1	2	3	4	5	6
1	.977	-.025	.081	.108	-.026	.159
2	-.003	-.163	.807	-.539	.179	-.024
3	-.030	.688	-.037	-.105	.540	.470
4	-.138	-.584	.113	.476	.447	.448
5	-.158	.248	.419	.319	-.644	.471
6	.010	.310	.391	.599	.248	-.575

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

The table of summary shows the factor loadings of each and every variable on the related factor .The table of summary indicates the percentage of variance explained by each of factor. It is depicted from the table

that first factor is explain the major percentage of the variance. The six factors are explaining in total maximum variance. The above table also shows the eigen values for each factor that is more than 1.

Summary of Exploratory Factor Analysis results for the questionnaire having 25 items related to the consumer psychographic

Items	Personal values	Work values	Social interest	General attitude for life	Prudent	Brand conspicuous
I feel secure because of current economic situation.		0.844				
I respect authority.		0.833				
I will consider product value when I buy it.						0.801
I spend a constant amount of money every month.					0.924	
I usually buy well-known brands.						0.807
I like a routine life.				0.931		
I do not like to take risks.				0.933		
I will think things over before I buy a product.						0.732
I am emotional.	0.69					
I can usually achieve my goals.		0.821				
I like to buy something that can express my status						0.830
I often care about others.	0.852					
I have a lot of friends.	0.809					
I like to go for shopping.					0.905	
I usually go for cinema.					0.908	
I always ready for debates on public issues.			0.664			
I keep my eye on current affairs.			0.623			
I am influenced by social media.			0.587			
I am interested in national events.			0.875			
I always care for my family health in every sense.	0.752					
My work emotion will not affect my family.		0.806				
I look life as a challenge.				0.928		
I love to talk with friends.	0.821					
I like to help others.	0.854					
I usually participate in social activities.			0.880			
<b>Eigenvalues</b>	<b>3.92</b>	<b>2.99</b>	<b>2.90</b>	<b>2.78</b>	<b>2.29</b>	<b>2.27</b>
<b>% of variance</b>	<b>15.69</b>	<b>11.94</b>	<b>11.61</b>	<b>11.13</b>	<b>9.17</b>	<b>9.07</b>
<b>Croanbach α (Reliability)</b>	<b>0.887</b>	<b>0.847</b>	<b>0.783</b>	<b>0.927</b>	<b>0.908</b>	<b>0.807</b>

*Sub scales:*

1. Sub scale1 (Personal Values Scale) – Items 9,12,13,20,23,24
2. Sub scale 2 (Work Values) - items 1,2, 10,21
3. Sub Scale 3 (social interest) – items 16,17,18,19,25
4. Sub scale 4 (general attitude for life) – 6,7,22
5. Sub scale 5 (prudent) – 4, 14,15
6. Sub Scale 6 (Brand Conspicuous) – 3,5,8,11

*For Scale of personal Value Scale:*

*For Scale of Social Interest:*

Inter-Item Correlation Matrix for personal values

	s9	s12	s13	s20	s23	s24
s9	1.000	.500	.470	.506	.466	.502
s12	.500	1.000	.488	.575	.510	.970
s13	.470	.488	1.000	.493	.920	.498
s20	.506	.575	.493	1.000	.509	.570
s23	.466	.510	.920	.509	1.000	.515
s24	.502	.970	.498	.570	.515	1.000

Item-Total Statistics for personal values

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
s9	20.24	15.220	.591	.358	.884
s12	20.17	14.857	.758	.941	.855
s13	20.33	14.883	.713	.849	.862
s20	20.09	15.589	.650	.430	.873
s23	20.35	14.851	.728	.853	.860
s24	20.17	14.858	.762	.941	.855

Reliability Statistics for scale of Personal Values

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.885	.887	6

Sub-scale of personal values is having 6 items and reliability is above 0.7. Personal value scale's items are correlated with each other and the table no. shows that correlations are above 0.3. Table of reliability shows

that overall value of alfa if the item deleted but none of the items would increase the reliability if they were deleted.

*For Scale of Social Interest:*

Inter-Item Correlation Matrix for social interest

	s16	s17	s18	s19	s25
s16	1.000	.367	.348	.399	.409
s17	.367	1.000	.386	.336	.338
s18	.348	.386	1.000	.323	.328
s19	.399	.336	.323	1.000	.960
s25	.409	.338	.328	.960	1.000

Item-Total Statistics for scale of social interest

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
s16	14.57	14.442	.498	.252	.763
s17	14.40	15.157	.463	.234	.772
s18	14.66	15.202	.447	.219	.778
s19	14.38	13.279	.697	.923	.695
s25	14.41	13.194	.704	.924	.692

Reliability Statistics for scale of social interest

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.783	.783	5

Now the sub-scale of social interest is having five items and each item is contributing positively to the scale. No item is to be deleted

For Scale of Work Values:

Inter-Item Correlation Matrix of work values

	S1	S2	S3	S4
S1	1.00	0.585	0.624	0.561
S2	0.585	1.00	0.601	0.541
S3	0.634	0.601	1.00	0.571
S4	0.561	0.541	0.571	1.00

Item-Total Statistics for scale of work values

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
s1	10.56	7.896	.699	.490	.800
s2	10.15	8.663	.678	.461	.808
s10	10.21	8.410	.712	.508	.793
s21	10.90	8.960	.650	.423	.819

Reliability Statistics for work values

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.846	.847	4

Above table of correlation and scale statistics are showing that each and every item is equally important in the scale of work value.

For Scale of Brand conspicuous:

Inter-Item Correlation Matrix for brand conspicuous

	s3	s5	s8	s11
s3	1.000	.529	.454	.561
s5	.529	1.000	.453	.586
s8	.454	.453	1.000	.479
s11	.561	.586	.479	1.000

Item-Total Statistics for brand conspicuous

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
s3	12.27	5.183	.628	.400	.754
s5	12.29	4.913	.641	.421	.748

s8	12.26	5.405	.550	.303	.791
s11	12.23	5.035	.672	.457	.733

Reliability Statistics for scale of brand conspicuous

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.806	.807	4

The above tables are indicating that the scale of brand conspicuous is reliable. It means that this factor influence the consumers behavior.

For Scale of General Attitude for Life:

Inter-Item Correlation Matrix for general attitude for life

	s22	s6	s7
s22	1.000	.801	.812
s6	.801	1.000	.816
s7	.812	.816	1.000

Item-Total Statistics for scale of general attitude for life

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
s22	6.02	6.338	.847	.717	.899
s6	6.02	7.075	.849	.722	.893
s7	6.08	7.082	.858	.736	.887

Reliability Statistics for general attitude for life

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.926	.927	3

The above table of correlation and inter items statistics state that the scale for general attitude fro life is having the items positively contributing the scale. Each item is important to get an idea about the respondent's

attitude. The above tables are showing that the sub scale of general attitude is having items which are sufficiently correlated with each other and giving the result in the same direction.

For Scale of Prudent:

Inter-Item Correlation Matrix for prudent

	s4	s14	s15
s4	1.000	.782	.766
s14	.782	1.000	.753
s15	.766	.753	1.000

Item-Total Statistics for prudent

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
s4	7.05	5.339	.826	.684	.859
s14	6.90	5.982	.817	.669	.866
s15	7.01	5.940	.805	.648	.875

Reliability Statistics for prudent

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.907	.908	3

The above tables related to factor of prudent and general attitude for life are showing that the items are positively contributing in the scale. If any item deleted then the reliability will decrease. It means that six factors extracted from factor analysis are really influence the purchase decision of consumers.

*c) Psychographic segmentation through cluster analysis*

After defining the factors that are going to be used in the present study, it is necessary to define the segmentation technique. Firstly the purpose of segmentation is to be understand, segmentation is to link consumer characteristics with the brand preference. Here in the present study cluster analysis is used to segment the market. When conducting a cluster analysis, the first step is to define the variables on which the clustering will be based. Here in the study six factors were already defined on which basis market is to segmentation. The second step involves selecting an appropriate distance measure which is going to determine how similar or not the objects being clustered are. The most common measure is the Euclidean distance, which is the squared root of the sum of the squared differences in the values for each variable (Malhotra, 2009). The third step is selecting the cluster procedure. Clustering procedures can be hierarchical and nonhierarchical. The hierarchical is the most common procedure, and can be agglomerative or divisive. The divisive method starts with all respondents in one group, then it divide each respondent in a separate cluster. In the agglomerative method each respondent starts in a separate cluster. This last technique is very common in marketing research, and consist of linkage (single, complete, average), and variance (Wards, centroid) methods. The variance method seeks to generate clusters to minimize the within-cluster variance. In the Wards procedure, the means of the variables in each cluster are computed,

and for each object the squared Euclidean distance is calculated. The distances are summed for all objects and at each stage, the two clusters with the smallest increase in the overall sum of squares within cluster distance are combined (Malhotra, 2009).

Once the cluster procedure is defined, it is necessary to select the number of clusters require for study. In a hierarchical clustering, the distances between clusters can be used as criteria to select the number of clusters with the agglomeration schedule (in the column of coefficients, look for large increases between stages), another technique is using a dendrogram. In the present study four segments were identified. With the help of K-Mean cluster analysis characteristics of four identified clusters were discussed.

After defining six factors extracted from factor analysis the next step was to create segments based on those factors. Four clusters were identified based on the coefficients with large increase between stages, with the technique of dendrogram and centroides. The four clusters were distributed 11.3% of the sample, 23.8%, 6.5% and 58.5% of the sample.

Four clusters seem to be more meaningful than three and five cluster grouping. The interpretation for clusters was done after examined the clusters centroides. The centroides are the mean values of the objects contained in the cluster on each variable. The high values in each cluster were taken in to consideration.

Number of Cases in each Cluster

Cluster	1	45.000
	2	95.000
	3	26.000
	4	234.000
Total		400.000

Percentage size of each cluster in the population

Cluster No.	Percentage of population	Cumulative Percent
1	11.3	11.3
2	23.8	35.0
3	6.5	41.5
4	58.5	100.0
Total	100.0	



Final Cluster Centers

Psychographic Factors	Cluster			
	1	2	3	4
Personal Value	-1.17819	.36735	-2.24109	.32645
Work Values	.19294	.72001	-.45713	-.27862
Social Interest	.47100	-.75229	-.81941	.30589
General Attitude for Life	-.43606	-.27777	.13031	.18215
Prudent	-.90176	.11944	.42116	.07813
Brand Conspicuous	-.54337	-.68569	.34238	.34483

ANOVA for difference of clusters

	Cluster		Error		F	Sig.
	Mean Square	Df	Mean Square	Df		
Personal Value	76.936	3	.425	396	181.141	.000
Work Values	24.841	3	.819	396	30.317	.000
Social Interest	34.366	3	.747	396	45.992	.000
General Attitude for Life	8.030	3	.947	396	8.482	.000
Prudent	14.663	3	.896	396	16.355	.000
Brand Conspicuous	29.608	3	.783	396	37.801	.000

The above table of ANOVA shows that four clusters are significantly different from each other for every factor. The ANOVA show the results at 95% level of confidence and P- Value is < 0.05. It means that all four clusters are significantly different from each other for every psychographic factor.

Description Of Clusters:

Gender \* Income for cluster 1

Cluster Number				Income			Total
				up to 3,50,000	3,50,000-6,50,000	above 6,50,000	
1	Gender	Male	Count	5	12	3	20
			% within Income	38.5%	52.2%	33.3%	44.4%
	Female	Count	8	11	6	25	
		% within Income	61.5%	47.8%	66.7%	55.6%	
	Total	Count	13	23	9	45	
		% within Income	100.0%	100.0%	100.0%	100.0%	

Gender \* Age for cluster 1

Cluster Number				Age			Total
				18-35	36-45	above 45	
1	Gender	Male	Count	10	6	4	20
			% of Total	22.2%	13.3%	8.9%	44.4%
	Female	Count	5	13	7	25	
		% of Total	11.1%	28.9%	15.6%	55.6%	
	Total	Count	15	19	11	45	
		% of Total	33.3%	42.2%	24.4%	100.0%	

**Cluster 1** is 11.3% of the population (N= 45). This cluster is having 25female and 20 male that means the cluster is dominating by female. The middle age group of 36-45 is higher than the other groups in this segment. Middle income group is dominating the segment. The cluster 1 is the group which has the individuals those who are socially very active as well as

who are socially very active as well as work values are also high. It means cluster 1 is having female of age 36-45 lying in the income group of 3,50,000 to 6, 50,000 and these women are socially active and energetic working women. This type of consumers needs the special products which can support their living personalities.

Gender \*Income for cluster 2

Gender	Male	Count	17	20	14	51
		% within Income	68.0%	47.6%	50.0%	53.7%
	Female	Count	8	22	14	44
		% within Income	32.0%	52.4%	50.0%	46.3%
Total		Count	25	42	28	95
		% within Income	100.0%	100.0%	100.0%	100.0%

Gender \*Age for cluster 2

Gender	Male	Count	16	27	8	51
		% of Total	16.8%	28.4%	8.4%	53.7%
	Female	Count	21	14	9	44
		% of Total	22.1%	14.7%	9.5%	46.3%
Total		Count	37	41	17	95
		% of Total	38.9%	43.2%	17.9%	100.0%

**Cluster 2** is male dominating cluster with 23.8 % of the total consumers respondents (N= 95). This cluster is quite young and initial career starter consumers groups(N=78 Of the consumers below age of 45). This cluster is having the young and fashionable consumers those who are prudent and spend thrift as well as they are emotional due to the age factor and devoted towards their work. The cluster is basically

consist the consumers who are getting good income , young and want to spend money but do not have any specification of brands. Usually personal care products are purchased by this group more as a trail bases because these are no t brand loyal. Cluster 2 is a group of young, active, enthusiastic and emotional male and female.

Gender \*Income cluster 3

Gender	Male	Count	3	8	4	15
		% within Income	42.9%	61.5%	66.7%	57.7%
	Female	Count	4	5	2	11
		% within Income	57.1%	38.5%	33.3%	42.3%
Total		Count	7	13	6	26
		% within Income	100.0%	100.0%	100.0%	100.0%

Gender \*Age for cluster 3

Gender	Male	Count	6	4	5	15
		% of Total	23.1%	15.4%	19.2%	57.7%
	Female	Count	5	4	2	11
		% of Total	19.2%	15.4%	7.7%	42.3%
Total		Count	11	8	7	26
		% of Total	42.3%	30.8%	26.9%	100.0%

**Cluster 3** is the smallest cluster of the population (N=26) and only 6.5% of the population. This cluster is having highest number of male i.e 57.7%. This cluster is having more male with age 18-35 and the income of the cluster is also low. The consumers of this

cluster are of different nature they are having positive attitude towards life as they are young, ready to take risks. The cluster is dominated by the persons those who are spend thrift and brand conscious. This cluster is formed with the individuals those who are free from

emotions and not serious about the work they but they like to spend money and want to attain a status. This segment tends to be of lower income, which makes

sense being the younger age group is more likely to make a lower income.

Gender \*Income for cluster 4

Gender	Male	Count	43	52	36	131
		% within Income	60.6%	51.0%	59.0%	56.0%
	Female	Count	28	50	25	103
		% within Income	39.4%	49.0%	41.0%	44.0%
Total		Count	71	102	61	234
		% within Income	100.0%	100.0%	100.0%	100.0%

Gender \*Age for cluster 4

Gender	Male	Count	47	55	29	131
		% of Total	20.1%	23.5%	12.4%	56.0%
	Female	Count	32	48	23	103
		% of Total	13.7%	20.5%	9.8%	44.0%
Total		Count	79	103	52	234
		% of Total	33.8%	44.0%	22.2%	100.0%

The **cluster 4** is the largest cluster with 55.8% of the consumer respondents (N= 234). This cluster is also dominating by male, middle aged and middle income group. This cluster consist the individuals those who are not serious about their work but talk about public issues, emotional, extravagant, want to show off. The cluster 4 is having the different personality characteristics which make a person to buy more and branded products but related to their emotion.

*The clusters were labeled according to the characteristics of the cluster. As cluster 1 was labeled as the doers, cluster 2 as the nurtures, cluster 3 as the mechanics and the fourth cluster was labeled as the reformers.*

*d) Factors differences among clusters*

All four clusters are significantly different from each other in the six factors of human psycho. The factor of personal values is having positive mean score in cluster 2 and cluster 3. The factor of work values is positive in cluster1 and cluster 2. Cluster 1 and cluster 4 are having social interest common where as cluster 3 and cluster 4 are influenced by general attitude of life factor. The cluster 2, cluster 3 and cluster 4 are of prudent and brand conspicuous. Cluster 1 is of more work oriented as well as socially active kind of individuals as work values average for cluster 1 is 0.471 and social interest average is 0.192. cluster 2 is a emotional work oriented and spend thrift group of individual. The score of personal values is 0.36, score of work value is 0.72 and score of prudent is 0.11. the cluster 3 is having prudent score maximum it means this group is having the individual those who love to shop and outings. This cluster is a group of persons with positive attitude and those who want to maintain the

status by branded products. Cluster 4 is different from all other because it is group of those who are not work oriented but still positive towards life and want to spend for branded product and even they are emotional it means this group is a group of arrogant type of personalities.

V. CONCLUSION

To sum up of the present study it may be said that now a day's people are not bounded with the demographics they are more driven by their psychographic variable and personality. As the present study showed that the different clusters of population are not significantly differently for gender, age and income. It means that the old assumption of demographic segmentation is no true but still companies do believe in demographic segmentation which may not give good results as psychographic segmentation can give. The main reason behind this is that the human behavior like purchase behavior is driven by the internal psycho of human being. People behave according to the internal personality. The result showed that the six factors that influence the purchase behavior of consumers and segments were based on the six psychographic factorsf. The study states that Indian market do consist four different type of psychographic cluster which may prove to be good information for the marketers.

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