



PSYCHOGRAPHIC STUDIES

Psychographic variables are also called IAO variables i.e. Interests, Activities, and Opinions. We want to capture lifestyle activities and values underpinning their daily activities.

Understanding the psyche of your consumer in depth, will open up new opportunity gaps, creative insights, met and unmet needs. It captures the heart of the consumer – her personality, attitudes, interests, lifestyles, values, opinions. In short, we are able to identify her emotional and rational DNA.

Chiefly;

To understand their “Universe” / “World” and what are the positive / neutral / negative forces operating within.

The Definition of their self-concept

Understanding their value orientation- past, present and postulated future.

Churning out Psychographic profiles, their typologies and more finite market segments



Contact us at Dynamic Search. We truly understand Consumer Psychographics!