

## 4.7: Consumer Lifestyle Factors

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### Learning Objectives

- Identify some key consumer lifestyle factors

One of the ways that we can put to use our demographic data is to consider the psychographic or lifestyle data of our customers. Psychographic data includes consumer attitudes, values, perceptions, beliefs, and interests. As noted earlier, psychographic segmentation is closely related to behavioral segmentation, though they do have important differences.

For example, psychography is interested in understanding the consumer's motivations, whether stated or unstated. For the customer, the focus is on “why” of the purchase. By comparison, behavioral segmentation is focused on tracking consumer actions and activity; it cannot infer motivation. The focus of behavioral segmentation is focused on “what” they do. When we consider the motivation (the why) of the customer, we'll have better insight into their behaviors (the what).

### Practice Questions

<https://assessments.lumenlearning.co...sessments/9174>

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