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Consumer Behavior

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Understanding Personalities, Self-Concepts, and Lifestyles on Consumer Behavior

In the world of consumerism, understanding what drives individuals to make purchasing decisions is crucial for marketers. What makes people choose one product over another? Why do they prefer certain brands? Exploring personalities, self-concepts, and lifestyles allows marketers to get deeper insights into consumer behavior.

**Why It Matters:**

Consumer behavior is complex and has multiple factors, psychological, sociocultural, and individual. Personalities, self-concepts, and lifestyles are major elements that shape the way people think about themselves, and how they interact with the world. Marketers gain deeper insights into consumers’ motivations, preferences, and purchasing patterns by understanding their consumers.

**How It’s Connected:**

Personalities, self-concept, and lifestyle play a crucial role in consumer behavior choices. One who is environmentally conscious may only shop eco-friendly, while another may buy an expensive bag to enhance their social class.

Marketers can use Value and Lifestyle, or VALS, to help determine these traits. VALS is a popular psychographic method in consumer research that divides US adults into eight distinct groups. Each nation has impulsive people and more deliberate people. Attitudes connect to a range of behaviors such as brand preferences, adoption of new products, and leadership qualities. VALS allows business to know their customers while creating strategic planning, positioning, and communications.

**PRIZM Lifestyle Segment Classifications**

Answers key marketing questions about customers including,

* Who are they? – age, wealth, diversity, education
* What are they like? – sports, leisure, arts, spending
* Where do they live, work, and shop?
* How do they think? - psychographics and values
* How can they be reached? – media preferences

**Clarita’s PRIZM**

Clarita’s PRIZM evaluates market segments by linking consumer behavior for shopping, financial, media, and much more to gain valuable insights that enable you to develop actionable strategies, execute them tactically, and benchmark your performance effectively. Looking at the website and looking through the segment, I believe I fall most closely in Segment 47-Striving Selfies.

Why I Fit in Segment 47 – Striving Selfies

* Lower midscale income
* Under 55 years old
* Mostly without kids
* Renters
* High school education

In addition to looking through the segments, you can add a zip code which will further break down your results. I chose to use my hometown zip code, which for context is a small town in southwest Wisconsin. After putting in my zip code, I was given five segments from there I chose Segment 27- Big Sky Families. This segment highly represents many people in the area. Marketers can use information from Clarita’s PRIZM to better understand their consumers, lifestyle, and social groups, to relate with consumers in marketing strategies.

Why I chose Segment 27 – Big Sky Families

* Mostly with kids
* Mostly homeowners
* Owns a GMC
* Eats at Texas Roadhouse
* Shops at Bass Pro Shops
* Enjoys Hunting
* Listens to New Country