Psychographic Market Segmentation Explained

Every single decision you make is motivated by something. Example: What are you going to have for dinner tonight?

If you're spontaneous, you might just pick up something on the way home and not give it much thought. If you're habitual, it'll be the same thing you had last [insert day of the week here]. If you're rationally driven, it might be something to balance what you had for lunch. If you're emotionally driven, you might pick up some comfort food (it's been a tough day at work), or something that reminds you of your childhood.

Your consumer base is made up of people who are motivated by a myriad of things. Some of those things are situational, but at the core of their decision making is their personality type.

Psychographic market segmentation is a type of marketing segmentation that aims to identify what motivates each of your customers and divide them into groups based on personality habits and the reasoning behind their decisions. From there, you can tailor your messaging and your communication style to each segment to maximize the effectiveness of your marketing campaign, product development. and customer service.