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COURSE NAME : 19CSE315 – UI/UX Design 2

III YEAR/ VI SEMESTER

UNIT – IV UX Design Process

Topic: Tools & Methods Used for Research-Understood it's Psychographic & Demographic

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Introduction

- In contemporary research, understanding the psychographic and demographic characteristics of target audiences is crucial for effective decision-making and strategy formulation.

- This case study delves into the tools and methods employed to comprehend these aspects in a marketing research context.

Understanding the Problem:

- It is the A multinational consumer goods company, XYZ Corp., sought to launch a new line of skincare products targeting young adults aged 18-30.

- To ensure market success, they embarked on comprehensive psychographic and demographic research to understand the preferences, lifestyles, and characteristics of their target audience.

- The research revealed that the target demographic prioritized natural ingredients, sustainability, and simplicity in skincare products.

- Social consciousness and self-expression were significant drivers influencing purchase decisions.

Research Objectives

1. Identify the psychographic traits (values, interests, attitudes) of the target demographic.

2. Understand the demographic composition (age, gender, income, education) of the target audience.

3. Explore the media consumption habits and digital behaviours of the target demographic.

4. Assess the purchasing behaviour and brand preferences within the skincare product category

Methodology

1.Surveys and Questionnaires:

- XYZ Corp. conducted online surveys targeting individuals aged 18-30, probing into their skincare routines, brand perceptions, lifestyle choices, and social media usage.

- Questions were designed to gather psychographic insights and demographic information.

2.Focus Groups:

- Several focus group sessions were conducted with participants from the target demographic.

- Discussions revolved around skincare concerns, perceptions of beauty, preferred product attributes, and lifestyle influences. These sessions provided qualitative insights into psychographic nuances.

3.Data Analytics:

- Utilizing advanced analytics tools, XYZ Corp, analysed social media data, online forums, and consumer reviews related to skincare.

- Natural language processing techniques were employed to extract sentiments, trends, and preferences indicative of psychographic profiles.

4.Market Segmentation:

- Segmentation analysis was performed to categorize the target demographic into distinct groups based on psychographic and demographic variables.

- This facilitated targeted marketing strategies tailored to each segment's preferences and behaviors.

Conclusion

- Through a multifaceted approach encompassing surveys, focus groups, data analytics, and segmentation analysis, XYZ Corp.

- Gained comprehensive insights into the psychographic and demographic characteristics of their target audience.

- Armed with these insights, they were equipped to develop targeted marketing strategies and product formulations tailored to meet the preferences and needs of their consumers, thereby enhancing the likelihood of market success for their new skincare line

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