

Elements of the Consumer Profile

The consumer of product X has characteristics associated with the following elements (i.e. the following elements describe the consumer of product X):

1. Semiotic – meanings, symbols, myths
2. Personal – knowledge, experience, motives, readiness, innovation, satisfaction
3. Topographical – region, climate
4. Demographical – age, gender
5. Social – family, religion, ethnicity, education
6. Economic – income, status, class, occupation
7. Psychological – personality, lifestyle, attitude,
8. Contextual – interpersonal, culture, occasions