



# The Magic of iPod

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## Business 50.9 Consumer Behavior

Brooklyn College

### Case Study

COLLEGE Critical Thinking and Concept Application

#### Chapter 6 Personality and Lifestyles: **The Magic of iPod**



**1 Psychographics go beyond simple demographics in helping marketers understand and reach different consumer segments. Explain**

**2 Define brand personality and animism. Give two examples and explain the personality dimensions.**

**3 Products are the building blocks of lifestyles. Explain.**

**4 Psychographic analysis' can take several forms. List and briefly define 4 types.**

**5 Most contemporary psychographic research attempts to group consumers according to some combination of 3 categories of variables: activities, interests, and opinions – AIO's. For each AIO variable list 4 lifestyle dimensions**



**6 Describe the personality of the iPod. Compare this to 3 other high-image brands**

**7 According to the information in this case, do iPod users seem to have a unique lifestyle? Describe it. Discuss the effect that iPod has had on music-listening lifestyles in general.**

