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.