The brands consumers like and buy are not just driven by how well they deliver on category-specific needs. Increasingly, brands must also consider consumers' broader sensibilities.

In addition to understanding the traditional ways we segment and target such as defining consumers based on their category-specific leanings and behaviors (e.g., premium potential, individualism seeker, early adopter, brand loyal) - we also need to identify consumers' general predispositions to brand choices. To begin with, we must zero-in on peoples' personal values and life principles. From introversion to extroversion dimensions. from world to home orientation.

For example: Routine Indulgers and Renegade Enjoyers have very similar category attitudes, skew towards sweeter drinks like CSDs and juices, and believe it is ok to indulge. But they're quite different in terms of what is important to them outside the context of non-alcoholic beverages.

Why is this so important to understand? Because it has implications on how to address these two segments, which otherwise look highly similar (in category behavior and attitudes).

WHO: Consumer mindset Example from non-alcoholic beverages category US



indifferent buyers, impulsive Values: Patriotism, faith. honesty, stability, freedom

Beverages: Store-brands

Self-reliance

Honesty, freedom, stable personal relationships

INTROVERSION

WORLD

Beverages: Not caring

Duty, Patriotism, Tradition, Romance

HOME





Individuality

Demanding passionates

Category: Premium potential. innovation demanders. individualism seeker, category passionist & influencer, brand loval

Values: Adventure, status and social recognition conscious, tradition, social responsibility

Beverages: Diet/low calorie. consuming many different categories

Social recognition, Status EXTROVERSION

PRFMIUM

Adventure