

**Measuring Psychographic segmentation strategies on student buying behavior:
Stone Age case analysis**



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Abstract

As it is evident, today's consumer is becoming unfathomable since he is accustomed to play different roles on various occasions. Similarly, students from all walks of life are inured to get by with limited resources but he inclines to buy as many fascinating things as he can to satiate his desire to keep up with the times. At times, a student tends to behave uncharacteristically, which sets companies back a lot of money, citing they are apt to offer the items that may drive the student to make a purchase. Therefore, many eminent marketing researchers eulogized the notion of segmenting the market psychologically with the intention to delve into the thoughts process of students that dictate their purchase decision process. Many of the time, a student himself does not know the products or services he intends to buy. On that note, many clothing organizations attempt to heed their customers with the help of psychographic segmentation; which not only help in knowing their customers but also to formulate long term strategies to keep them intact with the firm for an enduring period of time.

However, fifteen interviews are conducted with the intention to obtain quality insights about the psychographic segmentation on student buying behavior in the context of Pakistan. Out of the total respondents, most of them belong to the eminent organizations like Stone Age, Break out, Mango etc. whose presence influence the purchase decisions of customers. The outcomes of the in-depth interviews reflect the subtle facts and figures which can contribute in the research comprehensively. Also, the research culminates with a lot of useful insights which can pave the way for successive researches; since many of the respondents share their useful insights that can help in pinning down the student behavior in Pakistan.

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