



DEMOGRAPHIC FACTORS AND PSYCHOGRAPHIC PROFILES OF SELECTED MEDIA AUDIENCE IN NIGERIA

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ABSTRACT

The study examined the influence of some demographic factors on psychographic profiles of selected media audience in Nigeria. A cross-sectional survey design involving 1569 participants were purposively selected from eight Yoruba speaking states in Nigeria where Osun State Broadcasting Corporation (OSBC) radio service is effective. Six components of psychographics (thinkers, believers, achievers, strivers, experiencers, and makers) were assessed using a 20-item questionnaire adapted from VALS™ 40 item survey. The influence of gender on psychographic profiles shows that only makers and experiencers were significant. For marital status, only experiencers and makers were significant; for educational qualifications, strivers and experiencers were significant; and for religious affiliation, only makers was significant. The study concludes that demographic factors should be put into consideration while considering the psychographic segmentation of Nigerian media audience.

Key words: psychographics, demographics, gender, religious affiliation, educational qualification, marital status.

INTRODUCTION

The study of personality, values, opinions, perception, needs, attitudes, interests, and lifestyles of group of people constitute the study area for researchers working on psychographic variables (Saha, & Kumar, 2016; Bhati 2021). Scholar such as Garg, Swami and Singh (2018) refer to psychographic research as quantitative enquiry aimed at placing consumers on psychological dimensions or characteristics. Essentially, psychographics refers to peoples' lifestyle characteristics also known as AIOs variables (Attitudes, Interests and Opinions) and/or VALS variables (Values, Attitudes and Lifestyles). This distinguishes the term from demographics, which refers to certain physical and social characteristics of people (such as age, income and gender). It is believed that demographics and socio-economic statuses alone do not give the complete picture of consumer, hence the need to incorporate psychographic profiles in a bid to better uncover needs and motives of consumers (Walker et al., 2014). Psychographic variables have been very significant in the study of consumer behaviours because it has been observed that consumer's emotional and psychological reactions to products explain the reasons why they buy such products. It therefore measures the psychological dimension of customers' situations or segments target market with common traits (Sarli & Tat, 2011; Hardcastle & Hagger, 2016). Psychographics concepts emerged in the consumer literature in the late 1960s in attempts to relate personality and lifestyle variables to consumer behaviour (Robertson & Wind, 1980). According to Krishnan (2011), the concept of lifestyle introduced by Bell (1958), Rainwater, Coleman and Handel (1959), pointed to its significance in understanding, explaining and predicting consumer behaviour. Lifestyle is defined as the patterns in which people live and spend money i.e., people's consumption patterns. Krishnan (2011) defines lifestyle as a distinctive or characteristic mode of living, in its aggregate and broadest sense, of a whole society or segment thereof; and as a patterned way of life into which people view various products, events or resources. An important component to predicting and building a particular brand loyalty has been relied heavily on lifestyle information (Sarli & Tat, 2011).

Lifestyle is generally conceived in terms of three-dimensional variables – AIO variables. These are activity, interest, and opinions. Activity is the behavioural aspect of lifestyle. To a very large extent, studying the activities of buyers is a sure dependable means of understanding their product preferences. Interest is the degree of excitement and arousal that comes from anticipated

or continuing participation in some endeavour. From this definition, one would agree that interest is the predictor of activity; since individual will engage in activity they showed or have interest in. Thus, marketers can use interest to measure the potential level of participation in a particular activity. Opinion constitutes the evaluation people have about the importance of a particular thing. Every individual holds a particular opinion about what is true or not true concerning a particular thing and constitute the basis for consumers' interests and activity. Opinion determines reactions to issues or events; and before any favourable response (activity) to a course, we must have held a reasonably enough opinion about such event (Solomon, 2009; Ishak et al 2013).

At the back of the behaviours that encompass lifestyles are concepts such as values, personality and motivation. Values are beliefs about desirable goals and modes of conduct. According to Reisinger and Mavondo (2004), values are criteria that people use to guide their behaviour, evaluate, and judge themselves and others, decide what is worth believing in and doing. They note that differences in cultural values determines differences in peoples behaviour. Personality is an individual unique and enduring characteristic that distinguishes him from another person. Reisinger and Mavondo (2004) have also emphasized the importance of personality, in combination with other psychographic factors on consumer's behaviour. An extraverted individual for example will always prefer to go out, meet people, attend parties, look for excitements, and may be prone to alcoholic consumption. These and more others qualify personality as a major determinant of preferences for human activities (Vargas, et al 2021).

Motivation determines how a person will express himself in the market place. People tend to buy products and seek experiences that give shape, substance, and satisfaction to their lives. VALS framework and segment listed eight categories of factors that motivates consumers, and that all consumers fall within the eight categories. Innovators are motivated by change, thinkers and believers are motivated by ideals, achievers and strivers are motivated by achievement, experiencers and makers are motivated by self-expression, and survivors, who due to their nature of old age are motivated by desire to survive (Michael & Allen 2001).

A number of empirical studies have been conducted on psychographic factors in a bid to understand its importance in marketing research. Goldberg (2021) conducted a lifestyle analysis survey among 207 respondents who are of single-person households (singletons) consumers in South Africa. The results indicated that singletons have a moderately low level of fashion-consciousness whilst having moderately high levels of cost consciousness, health consciousness, recreation, e-shopping preferences and career orientation. Study done by Vargas, et al (2021) examined the role of personality traits on lifestyle tourism segmentation among 329 individuals. The study found significant statistical differences in personality traits in their lifestyles among the sampled respondents. Ishak et al (2013) examined the role of emotional intelligence dimensions and psychographic attributes among 424 potential first class students. Their study found significant relationship between emotional intelligence dimensions as well as significant correlation between psychographics attributes. In another study, Krishnan (2011) examined the association between the consumers' general lifestyle and their consumption pattern. The study found a significant association between the lifestyle of the consumers and the brands used by them. Sarli and Tat (2011) investigated preliminary studies on psychographic variables and segmentation as a strategy, and discovered that knowing consumers and considering their desires are precisely issues of market strategies.

Literature is awash with different approaches to market segmentation. Some of these are demographic segmentation, geographic segmentation, psychographic segmentation, and behavioural segmentation (Narang 2010; Goyat, 2011; Garg Swami & Singh 2018; Meiselman, Kuesten & Bi 2021; Benjamin, Adare, Adeola & Eboha 2021). One may be poised to ask if these segmentations have ways of influencing each other. Past studies have shown that demographic factor is one among other indicators that influences psychographics (Ishak et al 2013; Meiselman, Kuesten & Bi 2021). Most of the study that investigated demographic factors on psychographics



profiles was done in the education, manufacturing, health, banking and tourism sector. To our knowledge, no known empirical research has examined the influence of demographic factors on psychographic segmentation in the broadcasting sector. This type of study would serve as baseline knowledge for psychographic profiles of Nigeria media audience. The study is also expected to guide media owners on demographic factors capable of understanding and satisfying media audience needs and wants.

Purpose of the study

The purpose of the study is to determine the influence of some socio-demographic factors on psychographic market segmentation of the Osun State Broadcasting Corporation (OSBC) radio service among the Yoruba speaking audience in states where the radio signal is effective in Nigeria.

Research Objectives

- i. To determine the influence of gender on psychographic market segmentation
- ii. To evaluate the influence of marital status on psychographic market segmentation
- iii. To determine the influence of educational qualifications on psychographic market segmentation
- iv. To analyze the influence of religious affiliation on psychographic market segmentation

METHOD

Design, Sample and Procedures

The study employed cross-sectional survey design involving 1569 participants selected purposively from house-to-house in eight Yoruba speaking states in Nigeria where OSBC radio service is being heard. These are Oyo, Osun, Ondo, Ekiti, Lagos, Kogi, Ogun, and Kwara. Selection criterion of these states is that the OSBC radio signal is effective in these states. Participants were made to read and agreed to informed consent before administering the research instruments on them. Where participants could not read nor write, the researchers helped them out by interpreting to them in Yoruba language. The survey took approximately 25 to 30 minutes to complete.

Measures

The study was part of the OSBC audience research coordinated by the Centre for Distance Learning, Obafemi Awolowo University Ile-Ife, Nigeria. Research instrument consist of 20 item questionnaire adapted from VALS™ 40 item survey. VALS™ is a consulting and research service. The purpose of the VALS survey is to identify the VALS type of the person taking the survey. It seeks to find out about a person's product ownership, media preferences, hobbies, additional demographics or attitudes. VALS uses proprietary psychometric technology to measure concepts that correlates with consumer behaviour.

Data Analysis

The data collected were subjected to descriptive and inferential analysis. The descriptive analysis examined respondents' variability according to age, states of origin, sex, educational background, marital status, and religious affiliation. Scoring of the instrument was done by giving the scale to 30 postgraduate psychology students to examine and to allocate each question item to different segments. This was after the postgraduate students had been tutored on the characteristics of each segment and given materials to read. Analyses of their responses with an inter-rater reliability of 0.76 resulted in six segments which are thinkers, believers, achievers, strivers, experiencers, and makers, based on the motivations behind their radio behaviours. This reduces the original eight categories to six, and the respondents were scored along these six dimensions. T-test statistics and ANOVA were used to examine the influence of demographic factors on psychographic market segmentation.

RESULTS

Table 1: Independence t-test showing the influence of gender on psychographics

	Sex	N	Mean	SD	t	df	p
Thinkers	Male	923	9.26	2.168	0.985	1482	.325
	Female	561	9.15	2.092			
Believers	Male	898	15.84	2.449	1.112	1447	.266
	Female	551	15.70	2.275			
Achievers	Male	927	3.41	0.883	0.001	1491	.999
	Female	566	3.41	0.859			
Strivers	Male	919	8.35	2.153	-0.207	1479	.836
	Female	562	8.38	2.091			
Experiencers	Male	909	16.66	2.890	-2.180	1464	.029
	Female	557	16.99	2.556			
Makers	Male	921	9.67	2.019	6.656	1474	.000
	Female	555	8.94	2.076			

Considering the influence of gender on the various components of psychographics on Table 1, the result shows that gender have influence on the component of Experiencers $t(1464) = 2.18$, $p < .05$. The result implies that female ($\bar{x}=16.99$, $SD=2.55$) have higher Experiencers than their male counterpart ($\bar{x}=16.66$, $SD=2.89$). Furthermore, there was significant influence of gender on makers dimension $t(1474) = 6.65$, $p < .05$. The result also revealed that male ($\bar{x}=9.67$, $SD=2.01$) reported higher on the dimension of makers than their female counterpart ($\bar{x}=8.94$, $SD=2.07$).

Table 2: Independence t-test showing the influence of marital status on psychographics

	Marital status	N	Mean	SD	t	df	p
Thinkers	Single	648	9.36	2.026	1.888	1463	.059
	Married	817	9.15	2.196			
Believers	Single	624	15.71	2.317	-1.079	1428	.281
	Married	806	15.84	2.440			
Achievers	Single	649	3.42	.868	.385	1470	.700
	Married	823	3.40	.870			
Strivers	Single	648	8.33	2.121	-.405	1462	.685
	Married	816	8.38	2.130			
Experiencers	Single	635	17.07	2.628	3.414	1446	.001
	Married	813	16.57	2.816			
Makers	Single	643	9.53	1.989	2.019	1456	.044
	Married	815	9.31	2.126			

Table 2 revealed that marital status have significant influence on the component of Experiencers $t(1446) = 3.41$, $p < .05$. This imply that respondents who are single ($\bar{x}=17.07$, $SD=2.62$) reported higher on component of Experiencers than married respondents ($\bar{x}=16.57$, $SD=2.81$). The table also revealed that there was significant influence of marital status on component of Makers $t(1456) = 2.01$, $p < .05$. Furthermore, respondents who are single ($\bar{x}=9.53$, $SD=1.98$) reported higher component of Maker than respondents who are married ($\bar{x}=9.31$, $SD=2.12$).

Table 3: Analysis of Variance (ANOVA) showing the influence of educational qualification on psychographics

		Sum of Square	df	Mean Square	F	p
Thinkers	Between Groups	11.384	3	3.80	.83	.478
	Within Groups	6599.62	1440	4.58		
	Total	6611.00	1443			
Believers	Between Groups	21.491	3	7.16	1.26	.287
	Within Groups	8002.15	1407	5.69		
	Total	8023.64	1410			
Achievers	Between Groups	4.557	3	1.52	2.01	.111
	Within Groups	1096.69	1448	.76		
	Total	1101.25	1451			
Strivers	Between Groups	116.376	3	38.79	8.70	.000
	Within Groups	6408.76	1437	4.46		
	Total	6525.14	1440			
Experiencers	Between Groups	310.67	3	103.56	14.31	.000
	Within Groups	10288.24	1422	7.24		
	Total	10598.90	1425			
Makers	Between Groups	27.881	3	9.29	2.20	.086
	Within Groups	6053.42	1432	4.23		
	Total	6081.30	1435			

The analysis on Table 3 examined the influence of educational qualification on the components of psychographics. Result showed that educational qualification has influence on two (2) of the components of psychographics. For strivers, $F(3, 1437) = 8.70, p < .05$; for experiencers, $F(3, 1422) = 14.31, p < .05$.

Table 4: Independence t-test showing the influence of Religious Affiliation on Psychographics

	Religion affiliation	N	Mean	SD	t	df	p
Thinkers	Christianity	945	9.23	2.12	-.20	1483	.841
	Islam	540	9.25	2.12			
Believers	Christianity	918	15.78	2.25	-.39	1450	.699
	Islam	534	15.83	2.60			
Achievers	Christianity	952	3.43	.86	1.22	1492	.224
	Islam	542	3.37	.90			
Strivers	Christianity	951	8.39	2.11	.45	1481	.655
	Islam	532	8.34	2.16			
Experiencers	Christianity	929	16.86	2.68	1.09	1465	.277
	Islam	538	16.69	2.89			
Makers	Christianity	942	9.56	2.03	4.04	1476	.000
	Islam	536	9.11	2.12			

Table 4 revealed that religion affiliation have significant influence on the component of Makers $t(1476) = 4.04, p < .05$. This imply that respondents who are Christian ($\bar{x}=9.56, SD=2.03$) reported higher on component of makers than respondents who practiced Islam ($\bar{x}=9.11, SD=2.12$).

DISCUSSION

This study found mixed results on the influence of socio-demographic characteristics on psychographic components among the sampled respondents. On the influence of gender on the six components of psychographics, gender have influence on the component of experiencers with female having higher Experiencers than male. Also, there was significant influence of gender on makers dimension with male having higher on dimension of makers than female. This study finding correspond with Meiselman Kuesten and Bi (2021) found that gender have significant influence on psychographic. The finding was also in line with Garg, Swami and Singh (2018) who found that gender and income level brings significant variations in the purchase behaviour of consumers. The justification for the finding is because Makers and Experiencers by their nature

are motivated by self-expression and low resources. Makers and Experiencers value practicality and self-sufficiency and they choose hands-on constructive activities and spend leisure time with family and friends. Makers and Experiencers appreciate practical and functional products because they prefer value to luxury.

The study revealed that marital status has significant influence on the component of Experiencers with respondents who are single reporting higher on Experiencers dimension than the married respondents. Also, there was significant influence of marital status on component of Makers with respondents who are single reporting higher component of Maker than respondents who are married. The study finding was not in line with Srinivasan, Srivastava and Bhanot (2015) who found that there is no relation between marital status and frequency of buying luxury products. The study was in accordance with study done by Yu et al. (2016) who found that education has significant effect on adoption of smart TV in Korea. The study was also in line with Izogo et al. (2012) who reveals that demographic factors such as marital status determines customers' adoption and usage of e-banking in Nigeria. The reason for the study finding is because individuals who are single tends to express and engage in activities they want without any hindrance or obstacles from people, hence single individuals are more favorably disposed to have more interest, attitudes and opinions to radio media.

On the influence of educational qualifications on psychographic profiles, the study found that educational qualification has influence on strivers and experiencers components of psychographics. The study was not in accordance with study done by Yu et al (2016) who found that education has significant effect on adoption of smart TV in Korea. The study finding was also similar with Kang (2011) who found that education has a significant potential factor in influencing member participation in social media. The study finding was in line with Izogo et al (2012) who found that education level remains one determinant of customers' adoption and usage of e-banking in Nigeria. The justification for this study finding could be that the enthusiasm that one will be well informed through this medium could have make many educated individuals to value and have favorable attitude, interest, and opinion toward radio as an active audience.

Lastly, it was found that religion affiliation has significant influence on the component of Makers with respondents who are Christian reporting higher on component of makers than respondents who practiced Islam. The study was in line accordance with Izogo et al. (2012) who reveals that demographic factors such as religion and income do not have significant effect on customers' adoption and usage of e-banking. This realization maybe because many Christians' value activities that involve God word which in turn can change their attitude, interest, and opinion easily.

Conclusion

We conclude that demographic factors such as gender, marital status, religion affiliation and educational qualification have influence on psychographic dimensions such as makers, experiencers, and strivers. This implies that not all demographic factors influence psychographic factors, and not all psychographic profiles were influenced. The practical implication of these findings is that certain demographic factors may help determine psychographic profile of Nigeria media audience. Thus, it is recommended that media owners or operators should structure their broadcasting messages along some demographics factors which will make people have favorable lifestyles toward radio broadcast. It is recommended that more studies are needed in this regard for more information on the psychographic segmentation of Nigeria media audience.



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