

Report On
Psychographic Audience targeting of Makerstech

By

Afifa Binte Mizan
14204087

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School
Brac University
September 2019

© 2019 Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Afifa Binte Mizan

Student Full Name

Student ID

Supervisor's Full Name & Signature:

Syed Mahfujul Alam

Supervisor Full Name

Designation, Department

Institution

Letter of Transmittal

Syed Mahfujul Alam

Lecturer,

BRAC Business School, BRAC University 66 Mohakhali, Dhaka-1212, Bangladesh

Subject: Application for submitting Internship report.

Dear Sir,

It is my great pleasure to submit my internship report on the “**Psychographic audience targeting of Makers tech**” with a tremendous amount of gratefulness and admiration. I am one of the fortunate ones that was lucky enough to have received this opportunity; one that allowed me to work in a team environment such as the Finance and Marketing departments in an enterprise where I accumulated knowledge of both their marketing processes and selling procedures in an effective capacity.

Throughout this experience, I have tried my fullest to display the skills I have gathered in the span of these three months. Please rest assured that I will in fact be on standby for any type’s clarification and explanations that you may require.

I am thankful for the cooperation of you which has helped me to the completion of the report.

Sincerely yours,

.....

Afifa Binte Mizan

ID: 14204087

BRAC Business School, BRAC University

Date: 09/12/2019

Non-Disclosure Agreement

This agreement is made and entered into by and between Makers Tech and the undersigned student at BRAC University. The agreement is referring that I am bound not to disclose any information that are related with the strategical moves of the company. But I can use and share financial & marketing information that are necessary for the completion of the report. And by this agreement, I can be legally liable if I use or disclose any information other than any require information that can hamper the company's operations or course of conducts.

Acknowledgement

First and foremost, I would like to show my gratitude to the Almighty Allah for allowing me to complete my report in a timely manner. I am grateful for the support & cooperation of my parents without them I would have never been able to stand in my current position at today.

I am also highly appreciative for all of my teachers of BRAC University, including **Syed Mahfujul Alam Sir**, my supervisor. The continuous guidance and support of my supervisor has made the completion of the report possible. During this supervision period I have learned so many things regarding the real business world and for that thing I am grateful to my supervisor.

Although this goes without saying, it would have been completely impossible for me to conclude this report without the generous support of Makers Tech. I am thankful for the support that has been provided to me by the officials of Makers Tech such as completing different queries regarding the operations of the company.

Finally, I would like to add that I hope this report will motivate me personally in the long run when it comes to taking more initiatives.

Executive Summary

Success is nothing but the proper utilization of means that are available in front of us and to do so every business firm is giving their one hundred percentage now a days. As a techno company whose primary task is associate with producing gadgets that are produced by their own and customized according to the preferences of the customers Makers Tech is growing quickly even the growth of the industry. The company also supplies to its self-created supply chains. Their aims include overcoming the hardships of creating demand for newly introduced products in the market and being one of the leaders in the free market, thus leading to high profit margins. This has always been the unique selling point for exclusive products that are only available at Makers Tech. The business strategy of Makers Tech revolves around researching on the present need in the local markets, studying the newly introduced successful products of other companies in advanced global arenas and strategizing innovative product lines based on global market research. Each products are custom made for the constantly increasing digital ecosystem of our nation.

Studying present consumption patterns plays a pivotal role in product development. ‘Makers’ heavily indulges in the digital marketing arena for their products. One of its goals is to generate an online based digital supply chain and direct a B2C retail platform. It is always updated with the world wide current business formulas and studies. Makers Tech is always hopeful and remains positive about its ability to generate fresher and more practical ideas, and ultimately executing and expanding them as well.

Table of Contents

Declaration	i
Letter of Transmittal	ii
Non-Disclosure Agreement	iii
Acknowledgement	iv
Executive Summary	v
Chapter 1: Introduction	8
1.1 Origin of the Study	8
1.2 The Rationale of the Study:.....	8
1.3 Research Objectives	9
1.4 Scope of the Study.....	9
1.5 Limitations of the Study	9
1.6 Brief History and Growth.....	9
1.7 Missions	10
1.8 Vision	10
1.9 Main Strategic Objectives	11
1.10 Marketing Department	11
1.11 Core Values	11
1.12 Products	12
Chapter 2: Literature Review	13
Chapter 3: Methodology	15
3.1 Research Perspective.....	15
3.2 Research Design.....	15
3.3 Data collection.....	15
3.4 Analysis Tools.....	16
Chapter 4: Findings and Analysis	17
4.1 Overall Market Analysis	17
4.1.1 Market Summary	17
4.1.2 Target Market.....	17
4.1.3 Positioning:.....	17
4.1.4 Points of Differences:.....	17

4.1.5 Market Growth	18
4.2 Analysis of Marketing Department.....	18
4.2.1 New Product Development	18
4.2.2 Research & Development.....	19
4.3 Successful Marketing Strategies of Makers tech.....	19
4.3.1 Product Strategies.....	19
4.3.2 Pricing Strategies.....	22
4.3.3 Promotional Activities of Makers tech.....	23
Chapter 5: Conclusion.....	24
Chapter 6: Recommendations	25
References.....	26

Chapter 1: Introduction

1.1 Origin of the Study

As one of the fundamental mandatory requirements of the BBA program under the Department of Business Administration, I have attempted at my best to generate this report with hopes to successfully complete the fulfilment of my BBA degree. As a business graduate, I am certain that I have garnered plenty of theoretical knowledge in the respective field. It is now the time to apply this type of comprehension in the working world; after all, that is what we are all striving towards. I hope this report will allow demonstrate my education in a coherent manner.

To reiterate the aforementioned paragraph, Makers Tech is an electronics company that works on its own designed products and supplies to its self-created supply chains. Aimed at overcoming challenges of creating demand for newly introduced products in the market and being the market leader, leading to high profit margins has always been the unique selling point for exclusive products only available at Makers Tech. The business strategy of Makers Tech is researching on the present need in the local market, studying the newly introduced successful products of other companies in advanced global arenas and strategizing innovative product lines based on global market research. The products are custom made for the ever-growing digital ecosystem of our country.

1.2 The Rationale of the Study:

Education system is still confined to the textbooks and theoretical knowledge. As a BRAC University student however I received the opportunity to work in an organization known as the Asian Consumer Care Private Ltd. for three months. Here, I have gained hands on knowledge and experience and was able to apply the theories with my working knowledge in the organization. In this report, I have tried to show the brand promotional and marketing strategies which have worked as the key success factors of Makers tech in Bangladesh. I have shown Makers tech's solid circulation system channels. This examination might be utilized for further inquire about or to look at Makers tech's showcasing and marking exercises in Bangladesh. It will be valuable and fundamental for future assistants to compose their reports on Makers tech.

1.3 Research Objectives

The primary objective of the report is to fulfill the mandatory requirement for successful completion of the BBA Internship Program.

The secondary objectives are given below: To apply theoretical knowledge in the working field. To observe the new working environment of an organization with the corporate manner. To gain knowledge of marketing practices. To get the idea of how new product executes in the market. To know the overall market condition of the products

1.4 Scope of the Study

This study contains an analysis marketing & financial strategies that will enable the firm to target the consumers. Studying present consumption patterns plays a pivotal role in product development. 'Makers' heavily indulges in the digital marketing arena for their products. Utilizing those patterns & analyzing to make better output through proper utilization is the prime focus of this study. Makers Tech is always hopeful and remains positive about its ability to generate fresher and more practical ideas, and ultimately executing and expanding them as well.

1.5 Limitations of the Study

The main problem faced while conducting the research was unavailability of necessary and relevant data and because of that particular limitation the analysis on current period is conducted based on the data available in the report of the company or internal records. There was also a time constraints to prepare the research.

1.6 Brief History and Growth

In 2016, the proprietor of Makers Tech was thinking of an independent platform where he could potentially research on different scientific topics independently. The adapting consuming behavior of the customers worldwide introduced him with the opportunity of opening a company that can study the market and launch products to seize the chance of leading a prospective generation. Makers tech was thinking about a simple product that could be sold easily with a good profit margin and through an easy production line, grow its financial condition to further support its research.

After researching on the money generating product, makers found a 3D illusion lamp being sold abroad; this was generating great revenue. Consequently, makers tried a shadow-

marketing of that product and determined that it would flourish in Bangladesh. On March 2017, makers started the production of the 3D illusion lamp and began selling it online. Gradually Makers applied its own idea of customizing the lamp with customers giving specification; this led to a rampant desire and produced great responses. From 2017 to 2018 Makers sold nearly 3,000 products. The purpose was to support Makers in R&D. Besides, makers were developing their own company operating system and learning the local market. This was in addition to the international market, which included the latest business formula.

In the late 2018 Makers launched its new product called Easyon, a smart home solution to control home appliances using a smartphone app and an Easyon device. Makers successfully sold a number of this device with 2 years of warranty and up until now, the service of the product is unquestionably remarkable.

On February 2019 Makers successfully launched a campaign on the latest product Easyon in the International Trade Fair 2019 held in Dhaka. The result of the campaign demanded few corrections of the easyon device so that it could be sold as a commonly used public product and could be introduced as a new user habit of home appliances. Makers is still searching the international market to house this product and is designing a smarter version that can be sold worldwide. From March 2019 makers Started focusing more on business as opposed to research to take the company to its next level, one that will help it achieve its vision of being one of the most leading electronic companies of the world.

1.7 Missions

- Expanding the initial retail chain in Bangladesh.
- Opening a subsidiary of Makers tech in USA followed by a few other developed countries.
- Creating a more powerful research lab to compete with global race on technology sector.

1.8 Vision

To become one of the top leading high-tech companies of the next generation on a global spectrum.

1.9 Main Strategic Objectives

As mentioned in its missions, makers will expand its retail chains and open subsidiary abroad to grab a bigger market and to accelerate the sell. Besides, Makers will introduce few other simple products according to the demand and possibilities of the market.

In this way, the company will be rolling with accelerating economically and will drive the capital uprising to work on the products with long term goal. Our main focus is to develop such products those will be a daily used common device and will connect the customers virtually with a profile in makers server and makers will be able to sell software updates and other connected products.

1.10 Marketing Department

Marketing department plays the role of coordinating between bringing the new products from time to time interval along with modifying the existing products in a new presentable look that has never been introduced by the firm before.

1.11 Core Values

Responsibility

The strategy of this company is to work for the people they serve along with the workforce whom are relentlessly giving their one hundred percentage of effort for bringing success to the company. Company's dedication and attentiveness towards its responsibility and fulfilling those responsibilities

Passion

The company is chasing the success and with each achievement of success the company is becoming more passionate to care out its job perfectly.

Innovation

No company can survive without innovation and that is why Makers Tech is primarily focused on brining the newest products that it can bring as quickly as possible.

1.12 Products

From 2017 to 2018 last, Makers was depending on its own workshop for production. In March 2019 Makers signed up an Agreement with AR Electronics for the production of Makers product according to Makers design and training. Agreement was made to achieve much production ability maintaining the best quality as well and to release the pressure of production site so that it can focus more on developing products, RND, branding and promotional activities. Still Makers designs the training session, production line, cost minimization and other technical issues of production site.

Chapter 2: Literature Review

The Bangladeshi retail market is the quickest developing division in the economy and offers enormous potential to the advanced advertiser. The prevalent factor that can be credited to this dynamic situation in addition to other things is the rise of youth as a ground-breaking purchaser section. Understanding this critical section top to bottom and creating explicit advertising systems is significant for business maintainability. By focusing on the adolescent populace in Bangladesh, retailers will put resources into the future as they will probably impact and make dedication from the beginning. Advertisers would almost certainly devise progressively viable procedures to tap this section on the off chance that they had the option to get experiences into their psychographic profiles. This paper substantiates this main issue with discoveries from past investigations on youth and psychographic division. (File and Prince, 2011)

Rationale for Targeting Youth

Youth power is accepted to be one of the most significant resources for financial development. Initially, at the time of progress from youth to early adulthood, the youngsters try to set up their own individual personas and structure standards of conduct, mentalities, and qualities, thus their very own utilization designs. Furthermore, youngsters can impact the buy and basic leadership of others. The energetic inside the family as often as possible effect family obtaining decisions. Thirdly, they go about as a change administrator by influencing society and culture. In conclusion, from a displaying perspective, energetic adults are seen as a specific market partition that structures an earth shattering client spending pack in their own particular way. Adolescents are on edge to eat up, know about their experience. (File and Prince, 2011)

Psychographics

In statistical surveying and sociology inquire about when all is said in done, psychographic factors are ascribes identifying with character, values, frames of mind, interests, or ways of life. Now and then they're alluded to as exercises, intrigue, and assessment factors [AIO]. Psychographics is any estimation and examination of customer's mind that tries to bring up how they feel, think, respond and reflect. As per a few analysts, endeavors to gauge way of life are known as psychographics. Psychographic division ought not be mistaken for statistic division. Statistic division basically contemplates the age and sex of the focused on gathering of clients. It plans to assemble the market

dependent on its likenesses, while psychographics sees how individuals are extraordinary. It's about how individuals act and ponder what they resemble (File and Prince, 2011).

The market sectioned based on statistic factors alone neglects to catch the total attributes of the buyers, subsequently making it hard for the advertiser to draw a significant picture. The factors that become possibly the most important factor when we discuss psychographic division are fundamentally mental in nature. The accompanying factors could be said to be a piece of the procedure of psychographic division. Interests, Attitudes .Opinions, Behavioral examples, Habits, Lifestyle, Perception of selling organization, Hobbies (File and Prince, 2011).

Aside from the conspicuous favorable position of expanded deals, there are a couple of other unpredictable focal points of psychographic division also. Expanded brand estimation of the organization according to the client, Greater helpfulness of the item for the client, Better contributions for the structure of new items that the client will like, Lesser measure of cash spent on advertising, as it is presently increasingly explicit, Easier to focus on a particular sort of client base, Simpler to determine viable and productive promoting methodology, Greater level of consumer loyalty and client dedication and bringing about higher measure of client maintenance (File and Prince, 2011).

Chapter 3: Methodology

Methodology is the procedure or a structure through which an examination is completed. The planning of any examination is one of the key things that shapes the entire investigation. The instruments required to direct the examination is viewed as dependent on the information gathering and preparing strategy for the investigation. For the system of the exploration following things are considered:

3.1 Research Perspective

The research perspective is to understand each & every Psychographic Audience targeting of Makers tech. The research is conducted on different modes of marketing just to define every possible aspect that can be tag with the final outcome of brining the audience targeting for the firm. Here in this study the client's view regarding the contribution of each marketing strategies which can attract them.

3.2 Research Design

In the section of research design the types & characteristics of the research is determine. The research method can be categorized into many categories such as quantitative research, qualitative research, and descriptive research. This particular study is a combination of both descriptive & quantitative research. In the first section of the research the market scenarios are described with their characteristics which states the present condition without inclusion of any quantifiable data. So the research is designed by the characteristics of descriptive research.

3.3 Data collection

For conducting the research the data are collected from both Primary sources & secondary sources. The primary sources of data are collected from the official documents, information received through interviewing the employees of the department. The secondary sources of the data are the annual reports of the firms, articles published on firm and other publication of journals that are related with the study.

3.4 Analysis Tools

For analyzing the data basic statistical tools are used such as mean, median, mode, average along with calculating changes in market growth over the periods. For depicting the analyzed information different types of related informative images are added.

Methodology gives the unmistakable thought regarding the structure of the entire research and hence it is essential to consider appropriately what steps will be taken to finish the examination work.

Chapter 4: Findings and Analysis

This section is divided into the following sub sections:

4.1 Overall Market Analysis

4.1.1 Market Summary

We know in today's business scenario in Bangladesh the demand for electronic goods and supply of those goods are increasing by far greater than that of previous era. As Makers Tech is an electronic goods producing company crating their own products, there involvement with the market is far greater than their competitors. As the firm is creating its own self-created supply chains their ability to reach towards its customers is quite efficient and that is allowing the firm a strong position in the market.

4.1.2 Target Market

The prime customers served by the company is the household and to attract them the firm has introduced almost 20 products having more than 60 SKUs in Bangladeshi markets. For health-conscious people the firm has introduced various products among which some are already recognized master products which is a great success for the firm to grab the market even more in future. Vatican targets ladies and youthful matured young ladies who care for individual magnificence. Honey focuses on the moderately aged individuals who want for wellness.

4.1.3 Positioning:

Positioning is a key ways for playing in the market which can easily grab the attention of the customers. And in todays market scenarios the higher the customers attention the higher the chance of increasing the sells and attaining real growth. The Ayurvedic (Power of Nature) is the unique creation of the firm which has already gotten a very noticeable acceptance in Bangladesh.

4.1.4 Points of Differences:

Makers Tech has Ayurvedic items and the organization reliably utilizes characteristic components in its generation. Makers Tech attempts to deliver solid and great items for the wellbeing cognizant individuals. It has more than 134 years of experience and has had the option to set up themselves as one of the most confided in name and brand, and is additionally the world's driving Ayurvedic and Natural Health Care Company.

4.1.5 Market Growth

In a word the growth of a company is better considered when it is related with the growth of the industry and in case of Makers Tech this thing is quite similar. Where the industry growth in Bangladesh is nearly 5-7%, the company is just doing a slightly better at a rate of 7.2%.

4.2 Analysis of Marketing Department

Marketing department assumes an exceptionally noticeable job for “Makers tech” to be fruitful and a reliable brand in shoppers' brains. Essentially, there are individuals for the obligation to do various employments under the advertising division and marketing office arranges their works. How promoting division facilitates, is clarified here:

4.2.1 New Product Development

There are 2 kinds of products we launch. One is, the products that will support our economic growth. These products usually take 1 or 2 weeks to be studied and then get launched. For example, we found led acrylic is winning the market abroad and we launched the product with in 1 week completing the processes like, product design, production line and the promotional plan. And the other kind of product is what we plan for a long time, do deep research, implement our own ideas and plan for a long-term success. The example of such product is Easyon, already explained before. The first temporary product may come up anytime depending on the market and idea to role the business.

A more perfect and user-friendly version of Easyon is coming to market with a reasonable price so that everyone can be a user of Easyon. In case of service and usefulness the performance of Easyon will be outstanding what, our country is going to experience very soon.

Besides the product that Makers is working on with a long-term ambition is a smart device that will be used as like smart phones, beside smartphones. This product is AI based and will assist a person through their daily works and activities. It will be used as a pet in pocket, with whom a person will be able to share thoughts and get interesting, informative and helpful feedback. The purpose of the product is to let its users fall in love with the pet device. The device will ensure that its users will never feel bored or lonely.

The product will be launched within the next 3 years and its software development process is ongoing . The product will be launched in the U.S. first. The hopes associated with this device is to make humans feel complete and being with that device will be a much better experience than being alone and working alone. The details of the product and its services are still kept as a secret for very obvious and discreet reasons.

4.2.2 Research & Development

Makers R&D has 3 different sections, where one of the sections does research on the next product and its market, the second section researches on current market, customer and the marketing plans. The last section is researching independently to develop the abilities of Makers Tech on latest technology and science sector. In this part we usually work on robotics, AI, natural energy resources, energy storing systems and root level physics topics those may become useful in future of Makers Tech.

4.3 Successful Marketing Strategies of Makers tech

4.3.1 Product Strategies

Makers tech is getting to be mainstream everywhere throughout the world. In Bangladesh, it has a great deal of assortments of items with numerous packs and furthermore various classifications. Makers tech has distinctive pack sizes of items thinking about the buyers' requests and costs. Here, we can see very nearly 20 sorts of results of up to 60+ SKUs. It has additionally various costs for various quality and amount. It is stuffed for individuals everything being equal with the goal that they can purchase their ideal items dependent on separation on amount cost. For example,

Regular Product:



Moon dance



Statue of liberty



Acrylic Clock

Customized Product:



Customized lamp



Customized lamp

4.3.2 Pricing Strategies

Price is the worth that purchasers need to pay in lieu of the items or administrations to the venders. It demonstrates the nature of an item. In Bangladesh, it is a provoking issue for any brand to contend as there are a great deal of contenders existing in the business sectors, huge numbers of whom are additionally following this methodology. Prior to evaluating any item, three central point should be considered:

Cost

Cost is the most significant variables while estimating. There are two sorts of cost which are variable expense and fixed expense. Variable expense is otherwise called assembling cost which is identified with generation legitimately of any item. Another expense is a fixed cost which incorporates the enormous measure of interest in structure, land, apparatus, gear and so on. Cost of any result of Makers tech is balanced thinking about these two expenses.

Competition

It is a power for the organization to exist in the business sectors. There are a ton of adversaries in Bangladeshi markets. Along these lines, the purchasers have the choice to change to elective options. While setting the value, Makers tech thinks about the contender's cost in Bangladesh.

Consumer Demand

Financially, we realize that if request expands, the cost goes up. In the event that request falls, the cost goes down. In any case, Makers tech accepts that increments popular are the opportunity for the economy of scale rather setting a more expensive rate.

4.3.3 Promotional Activities of Makers tech

At the point when items are manufactured, valued right, and dispersed appropriately, it at that point turns into the most significant undertaking of advertisers to illuminate potential and focused on clients about the items and to influence them to buy it. This is finished by special exercises. Makers tech uses Advertising, Sales Promotion, and Consumers Promotional exercises.

Advertising

From the very beginning, Makers was depending on digital marketing platforms for advertising and selling products. By now it's more efficient to run promotional activities through online than the other traditional ways. Makers already have several clients like ACI, BEXIMCO Pharmaceutical Limited via online promotion. Besides, other popular retail platforms like Bikroy.com, Live online shop, **Ajker Deal** and **DARAZ** are selling the products of Makers online. Another big part of the sell is being continued through the trained merchants of Makers. Makers provides training on how one can create their own selling platform online and sell products directly to the customers. This training includes the digital marketing learning. For the IOT based product Easyon, Makers is increasing relationships with construction companies, architects and Civil engineers to create a much bigger network.

Sales Promotion

Sales promotion is a movement to build the offers of a result of Makers tech. It is utilized for quick sway on deals. Makers tech gives transient motivating forces to urge purchasers to buy an item. It can likewise make a circumstance where shoppers won't purchase except if there is an offer. This invigorates the clients to purchase items.

Chapter 5: Conclusion

Makers Tech is a unique electronics company that produces gadgets they have designed on their own. The company also supplies to its self-created supply chains. Their aims include overcoming the hardships of creating demand for newly introduced products in the market and being one of the leaders in the free market, thus leading to high profit margins. This has always been the unique selling point for exclusive products that are only available at Makers Tech. Better service requires understanding the needs of the customers & targeting them Wisely the whole report is on that and how the firm can achieve success from it.

Chapter 6: Recommendations

The company currently has some remarkable products such as Ayurvedic items and the organization reliably utilizes characteristic components in its generation. Makers Tech attempts to deliver solid and great items for the wellbeing cognizant individuals that is going to help the firm to grow more but the firm should ensure the promised uniqueness as it has always agreed to prove from the very beginning of the production.

Innovation is a key to sustain growth and to do so the innovative production should always be prioritize above everything at all time. Besides the product that Makers is working on with a long-term ambition is a smart device that will be used as like smart phones, beside smartphones. This product is AI based and will assist a person through their daily works and activities. It will be used as a pet in pocket, with whom a person will be able to share thoughts and get interesting, informative and helpful feedback. The purpose of the product is to let its user fall in love with that pet device.

References

- Emerald.com. (2019). *Segmenting customer brand preference: demographic or psychographic* / *Emerald Insight*. [online] Available at: <https://www.emerald.com/insight/content/doi/10.1108/10610420210435443/full/html> [Accessed 9 Sep. 2019].
- File, K. and Prince, R. (2011). Psychographic Segmentation of Young Adult Consumers - A Key to Developing Sustainable Marketing Strategies. *Global Journal of Arts & Management*. [online] Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2402092.
- Hooley, G., Piercy, N., Nicoulaud, B. and Rudd, J. (n.d.). *Marketing strategy & competitive positioning*.
- Makers Academy. (2019). *Change Your Life - Become a Software Developer at Makers*. [online] Available at: <https://makers.tech/> [Accessed 9 Sep. 2019].
- Makers.breezy.hr. (2019). *Everyone deserves a job they love*. [online] Available at: <https://makers.breezy.hr/> [Accessed 9 Sep. 2019].
- Michele Moorefield-Lang, H. (2012). Psychographic Segmentation Based on Belief Factors Underlying Attitude toward Advertising in General. *International Journal for Management Research*, [online] 1(4), pp.17-28/. Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=1976074.
- Target marketing. (1986). [Phila., i.e., Philadelphia, PA: North American Pub. Co.

