The Psychology of Consumer Profiling in a Digital Age

Barrie Gunter
## Contents

1 Types of Consumer Segmentation .................................................. 1

2 Personality Psychology and Consumer Segmentation .................. 29

3 Custom-Built Normative Psychographic Consumer Typologies ....... 54

4 The Search for Psychology-Based Predictors of Purchase Preferences .................................. 77

5 Psychological Profiles Within Demographics ............................... 105

6 Global Consumer Profiling ....................................................... 129

7 Profiling Consumers for Old and New Media Markets ................. 163

8 Psychological Profiling and Consumers’ Reactions to Marketing Campaigns ........................................ 193

9 Practicalities, Pros, and Cons of Psychological Profiling ............ 220

Index ......................................................................................... 245