

Understanding Consumers' Behaviour-Led Habits Using Lifestyles Survey

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Abstracts

Understanding consumer choices and lifestyles through behavioural segmentations can provide deeper analysis and understanding on how to target specific types of consumers. Unlike demographic segmentations, which often provide skewed data, behavioural segmentations focus on particular groups of consumers (e.g. Digital Consumers, Eco-conscious Consumers, Leisure Traveller, etc.)

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