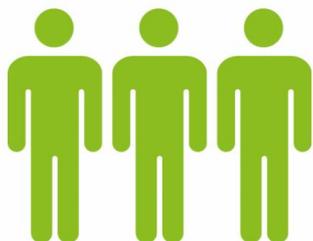


Marketing to Men - UK - January 2011

Report Price: £2195 / \$3380 / €2623



What is this report about?

Consumer behaviour can be complicated and bewildering. What makes men think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)? Identifying an individual's personality type makes it easier to understand the underlying behavioural patterns of that individual. Even though a person may behave differently depending on situations, personality is regarded as relatively stable. Personality traits and characteristics have a strong influence on behaviour.

What have we found out?

- Marriage rates are in decline and the number of single person households are growing. Men are increasingly the main shopper but their shopping habits differ to women and marketers need to understand who the current UK male is and who he aspires to be.
- Personality traits and characteristics have a strong influence on behaviour; based on a combination of the 'Big 5 personality factors' proposed by researchers Costa and McCrae and Raymond Cattell's 16 Personality Factors, this report delves deeper into the core personality traits of men.
- What makes men think, feel and reason in a certain way?
- How do men choose between different brands, products and retailers?
- To what extent does culture, family and media influence their purchase decisions?
- How do men evolve through the age groups and lifestyles, and how does this affect their relationships with brands and the choices they make?

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