

# Tv programs (or magazines) - marketing behavior class-



The two magazines that I was able to look into and have read were Time Magazine and Newsweek. Both of these magazines are attributed to those who are designated as thinkers, specifically because there is an interest in current events, politics, and associations that one has in terms of lifestyle and relationships within family and community (Linguist, Sirgy, 2003: p. 134). When looking at this specific magazine, it could be seen that there was an association with a diverse demographic group, ranging from college students to those who were working in businesses. The drive of both magazines being related to thinkers also established that there was an association with family, business, lifestyle and world events and news. This allowed one to analyze their specific behaviors and relationships to others within society. The two magazines which I was familiar with were compared to Entertainment Weekly and Life and Style. I wasn't familiar with these two particular magazines and had rarely identified with them. When reading both magazines, it could be seen that they were based on the "Yuppie" lifestyle, as well as one which was interested in being an experienter. This was from an individual who was looking at concepts that were created from self-expression and the ability to identify with the fashions and latest trends as a form of the expression. The belief with the experience is created from the fashions and trends also leading to the latest growth in society and holding a specific social status (Linguist, Sirgy, 2003: p. 133). It could also be noted that these two magazines targeted women that were younger, living in cosmopolitan areas and which were interested in the entertainment and leisure which were a part of both of these areas. The extreme differences between both of the magazines are one which is important to note, specifically because it shows how the attitudes and behaviors constitute the <https://assignbuster.com/tv-programs-or-magazines-marketing-behavior-class/>

main demographics which one has. The magazines which I was familiar with targeted those who were thinkers, believers and idealists, specifically which related to everything from the individual to society. The trends that were in the magazines ranged from family and individual belief, such as health and dealing with some of the issues in marriages, and continued with social problems that most are looking at today. However, the contrasts to the entertainment magazines show that there is a direct association with marketing behavior as well as the beliefs which one has. The segmentation that has attitudes related to beauty products and the latest styles from Hollywood is one which carries different values and defines things through a specific type of self - expression. The attitudes and behaviors then become the most important part of the commercials and the stories that are conveyed. Determining marketing behavior before connecting to a specific target market is one which can't be ignored. The lifestyle trends, such as beauty and fashion, as compared to family and business, are some of the potential ways to look at the behaviors and attitudes. Combining this with the various elements that are associated with the daily activities which one moves through and how this change their behaviors should also be considered. Comparing this to overall values and lifestyle concepts that take place can then help to determine the content and context that is within a given story or advertisement. References Lindquist, J. & Sirgy, J. (2003).

Shopper, buyer, and consumer behavior. Cincinnati, OH: Atomic Dog Publishing. Print Ad Log Magazine Name: Times Magazine Distribution Cycle (weekly, monthly, quarterly): Weekly Cost: \$4. 95 Style: (Black and White only, color used, text only, etc.) Color used, Text. Article Information Personal

Values: The personal values are based on defining how one should live, <https://assignbuster.com/tv-programs-or-magazines-marketing-behavior-class/>

achieve things in their life. The articles range from family to business to current events and politics that are taking place at a global level. Consumer Lifestyles: The lifestyle is meant to give insider secrets and ideologies based on those who want to be informed of new ideas and the current events. Everything from upgrading one's job to creating stronger relationships to the attack on Osama Bin Laden are covered for those who are interested in the latest lifestyle news. Psychographics: According to the VALS description, the psychographic group would be achievers. These individuals are interested in motivation through achievement of job, life and family and like to show this in different areas of life. Those who are working to achieve something and want insight or that are interested in moving to a higher status - quo would be likely to read the current events and tips in this magazine. Print Ad Log Magazine Name: Newsweek Distribution Cycle (weekly, monthly, quarterly): Weekly Cost: \$4. 95 U. S. Style: (Black and White only, color used, text only, etc.) Color used, Text. Article Information Personal Values: The values that were a part of this were inclusive of knowing the latest in terms of politics, international affairs and changes that are going on in the world. The attribute would be based on being a responsible citizen that is aware of the main issues in the world. Consumer Lifestyles: The consumer lifestyle is one which is based on those interested in business, politics and the current affairs that are shaping the world. In - depth stories that aren't found in daily newspapers, as well as cover stories are often looked into with this magazine. Psychographics: The psychographics were one that VALS would describe as a believer and / or thinker. Thinkers are interested in ideals that are able to shape a part of life and are interested in social change, which comes specifically from politics and current events. Believers have these <https://assignbuster.com/tv-programs-or-magazines-marketing-behavior-class/>

same attributes; however, they are more conservative and interested in family and nation. The patriotism that is in Newsweek centers on this particular group, specifically in terms of the tone of political stories and highlights. Print Ad Log Magazine Name: Entertainment Weekly Distribution Cycle (weekly, monthly, quarterly): Weekly Cost: \$4. 95 U. S. Style: (Black and White only, color used, text only, etc.) Color used, Text. Article Information Personal Values: The values that are in this article come from leisure, entertainment and relaxation that an individual is interested in. This is based specifically on finding new interests to appease an individual, such as through celebrities or new programs. Consumer Lifestyles: The content is meant to target demographic groups that want to look at the latest entertainment trends. The content takes the approach of a younger demographic group, specifically because of the slang and highlights in stories of celebrities. The popularity of celebrities are what creates the highest attraction, which is targeted at youth interested in the lavish lifestyle. Psychographics: The psychographics were one that VALS would describe as an experiencer. The concept of providing recreational guidelines, as well as the values that are based on youth oriented concepts provides a specific approach to the magazine. This is followed by the focus on celebrity highlights and different context from TV and movie ads, specifically which focuses on fashion, style and consumption of material goods for popularity.

Print Ad Log Magazine Name: Life & Style Distribution Cycle (weekly, monthly, quarterly): Weekly Cost: \$4. 95 U. S. Style: (Black and White only, color used, text only, etc.) Color used, Text. Article Information Personal Values: The focus in this magazine is based on celebrity fashion and gossip, Hollywood context and lifestyle trends based on beauty. Personal values

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would be based on the latest trends, connecting to the leisure and entertainment activities and keeping in touch with the shopping and consumption of the latest buys. Consumer Lifestyles: The audience is focused on those who are younger, living in the city and trying to keep up with the latest trends. The statement which is made is based on the consumption that is taken as well as the approaches which are focused on standing out with self - expression through the use of beauty and fashion. Psychographics: The psychographics were one that VALS would describe as an experiencer. The experiencer defines their success through fashion trends, beauty and staying as a part of society through the latest trends. It also consists of those of a younger age group, specifically which believes they can enjoy self - expression, success and growth through being a part of the fashions and trends. Print Ad Information (Times Magazine) Product Name Personal Values Consumer Lifestyles Psychographics Android / iPhone Keep up to date with the latest information through the use of a phone / iPod Use of technology, keeping up to date, Thinkers - Looking for ideals and want to remain well educated IBM Use of technology, use of the latest information and changes in cities Interested in the latest trends and breakthroughs, as well as changes being made in society Thinkers - Looking for ideals, education and latest trends Energy for Tomorrow Go Green, saving the planet with technology, using personal values Interested in latest trends and breakthroughs as well as how one can make a contribution to society Thinkers - Looking for ideals, education and latest trends Techland Technology and information, ability to keep in touch with latest innovations Interested in latest trends and breakthroughs as well as changes that are being made in society Thinkers - Looking for ideals, education and latest

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trends Weber's Time to Grill Easy recipes and other trends for eating healthy and smart Interested in latest health trends and breakthroughs as well as new ways to enjoy food Thinkers - looking for the latest ideals, education and trends focused on family Print Ad Information (Newsweek Magazine)

Product Name Personal Values Consumer Lifestyles Psychographics World Challenge New businesses, technology and grassroots innovations used to drive the world forward Use of technology, keeping up to date, finding solutions for current trends & problems Thinkers - Looking for latest ideals with the option of social change as the driving force iPod Keep up to date with the latest information through the use of a phone / iPod Use of technology, keeping up to date Thinkers - Looking for latest ideals with the option of using technology to drive social change Amway Keep up to date with health, beauty and nutrition Use of health tools to get better options and choices for personal care Believers - Finding known brands that will help with health Pirates of the Caribbean Sequel Keep up to date with latest leisure and best entertainment Use of entertainment as a current trend of Hollywood Believers - Finding known information and latest trends to show how it influences society Print Ad Information (Entertainment Weekly Magazine) Product Name Personal Values Consumer Lifestyles Psychographics Big Love from HBO Entertainment, leisure, connecting to the best in TV Entertainment, self expression through the leisure activities Experienter - Self - expression through the latest fashions and trends Orville Redenbacher Adding in value to entertainment, such as through the trend of popcorn while watching movies Entertainment, self - expression through leisure activities Experienter - self - expression through the latest fashions and trends TBS - Glory Daze Campaign Entertainment, leisure, health and <https://assignbuster.com/tv-programs-or-magazines-marketing-behavior-class/>

beauty Self - expression through the latest trends of health and beauty, combined with entertainment Experiencer - Self - expression through beauty as a latest fashion and trend Buick Entertainment, leisure, travel to have a better time Self - expression through leisurely activities and entertainment Experiencer - Self - expression through travel for leisure as a trend Trident Entertainment, leisure, trends through the latest foods Self - expression through the activities one has with leisurely foods Experiencers - self - expression through food as a trend Print Ad Information (Life and Style Magazine) Product Name Personal Values Consumer Lifestyles Psychographics Avis Travel, leisure, entertainment and enjoyment Discounts for leisure and entertainment Experiencer - self - expression through the trend of travel The Glades TV series TV, leisure, entertainment and enjoyment Leisure and entertainment with TV and technology Experiencer - self - expression through the trend of reality TV Aveeno's Body Lotion Beauty and health, latest trends in beauty products Beauty and health while following the latest trends Experiencer - self - expression through the trend of beauty and health Scott Naturals Natural health products - part of the latest trends of going green Beauty and health - latest trends in staying healthy Experiencer - self - expression through the latest trend of beauty and health Weight Watchers Health products that help with losing weight Trend of staying thinner and of watching weight for beauty and health Experiencer - self - expression through the latest trends with beauty and health