



WHITE
PAPER

From Coffee Shops to Condos



Moving Beyond Age and Gender
Targeting to a Deeper Understanding
of Modern Buying Behaviour

From Coffee Shops to Condos

Moving Beyond Age & Gender Targeting to a Deep Understanding of Modern Buying Behavior and Lifestyle-Driven Consumption.

In the fast-paced world of marketing and consumer behaviour, lifestyle has become a crucial determinant of our buying decisions.

This concept moves beyond the traditional metrics of age and gender and offers a multifaceted view of consumers' preferences.



From the hip and aromatic coffee shops that are the heartbeat of city life to the luxurious condos reflecting upscale living, lifestyle is like unravelling a fascinating puzzle that defines our consumer habits.

Contrary to invasive tracking-based methods, geographical targeting respects data privacy and aligns with legal standards.

From the coffee shops frequented by trendy city dwellers to the condos chosen by upscale families, the connection between our lifestyle and buying behaviour is a dialogue that invites businesses to engage thoughtfully and ethically.

The result is a more efficient, transparent, and ethical approach to marketing and consumption.

But what exactly shapes our lifestyle, and how does this translate into buying patterns and preferences?

Let's dive in!

Three Factors in Consumption by Lifestyle

Lifestyle shapes our consumption choices, influenced by:

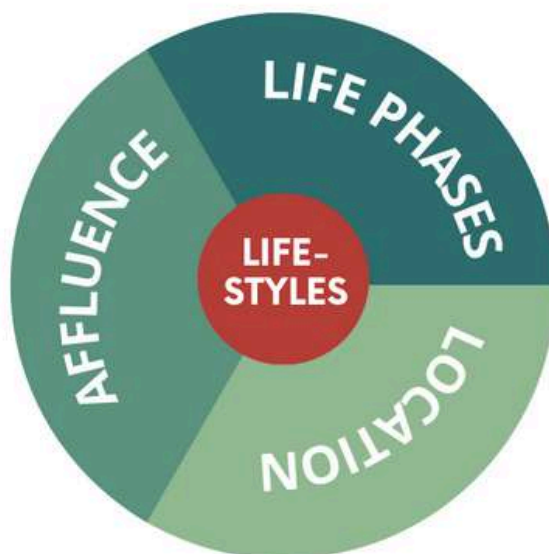
• life phases • location • affluence •

From trendy gadgets for singles to family-oriented products, our buying behavior reflects our life's journey.

The interplay between life chapters • location preferences • financial standing snaps an authentic image of modern consumers.

It's a roadmap to a deep understanding of buying behaviour in a world where lifestyle is key.

3 FACTORS IN CONSUMPTION DRIVEN BY LIFESTYLE



The interactions between

- Life phases
- Location preferences
- Financial standings

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01. Life Phases: The Chapters of Our Lives

Life is a journey filled with different stages, each with its unique needs and desires.

From being single, forming a young couple, raising children, to enjoying the golden years, every life phase influences the products we gravitate towards.

- Singles might look for trendy tech gadgets or fashionable clothing.
- Young couples often invest in furniture and home appliances
- Families with children prioritize educational tools, healthy food, and family vacations.
- Empty nesters and seniors may focus on healthcare products, hobbies, and leisure.

These life phases are not abstract concepts; They play out in real and tangible ways as they influence everything from the car we drive to the cereal we have for breakfast.

02. Location, Location, Location!

Where we choose to live is not just about geography, it's about lifestyle.

Whether in the countryside, a village, a town, or a bustling major city, it's our **location** that shapes our daily routines, social connections, and even our dreams.



- Countryside living often reflects a desire for simplicity and nature, leading to preferences for organic products, gardening tools, or outdoor equipment.
- Suburban life focuses on children, access to nature, and neighbors, commutes to work, gardening, and less outgoing life.
- City dwellers might seek convenience, innovation, and luxury, which translates into higher consumption of tech products, gourmet dining, and premium services.

Location Ties Into Our Social Fabric

We tend to cluster with others who share similar life phases and lifestyle preferences - and we form **micro-communities** where we exhibit our consumption patterns.

Consider the young urban professionals in trendy city neighbourhoods versus the closeknit families in suburban areas.

Age rarely defines our lifestyles!

ANNE. 32. MEDICAL PRACTITIONER.



Anne has been married to Ivan, 41, for 4 years. Expecting their first child, living in a semi-detached house in the suburbs. Anne practices yoga and meditation. She drives a 2014 Honda CR-V to work, saving for an electric car.

JOHANNA. 31. HR CONSULTANT.



Johanna is single with no children, and lives in an owned 2-bedroom apartment in the city. She works +50 hours/week, and is very focused on her career. Johanna likes boxing training. No car, takes subway to work.

JOSEFIN. 30. PARTTIME FARMER.



Josefin has been married to Andre, 35, for 6 years. Two children Daniel, 3, and Emilie, 1. Josefin helps out on their farm in the countryside. She volunteers at the local community theater, owns a 2017 Nissan Navara.

03. Affluence: The Financial Lens

Money doesn't just talk; it shapes our lifestyle. Affluence, or our income and savings, acts as a filter through which we view our options.

- High-income individuals often opt for high-end, exclusive products that resonate with a lifestyle of abundance.
- Middle-income consumers seek value, quality, and reliability that reflect a balanced approach to life.
- Low-income earners focus on essential needs, prioritizing budget-friendly and functional choices.

Affluence affects not only what we buy but **where we live**.

Wealthier individuals may choose upscale neighborhoods to align with their lifestyle aspirations while on-a-budget individuals might choose more affordable areas.

04. Geographical Targeting: A Marketer's Dream

When we understand the interplay of • life phases • location • affluence, we give marketers access to a profound segmentation going far beyond traditional demographics.

This enables geographical targeting where highly effective marketing strategies can be built to speak to specific neighborhoods or communities.

Imagine a brand selling eco-friendly products. By identifying neighbourhoods with a concentration of environmentally conscious young families, they can direct the marketing efforts to resonate with that particular lifestyle.

THE RESULT?

- More engagement • Higher sales • A more satisfied customer base •

05. Beyond Efficiency: Ethical and Legal Considerations

In today's connected world, the ethical use of personal information has become a critical concern.

Traditionally, tracking-based targeting involves collecting personal information without proper consent. It has rightly come under scrutiny for violating privacy rights and GDPR rules.

Such an approach can erode trust, tarnish brand reputation, and even have legal consequences.



Geographical Targeting Is A Responsible Alternative

Geographical targeting doesn't pry into individuals' private lives. Geographical targeting doesn't require the collection of sensitive personal information or detailed browsing histories.

The beauty of geographical targeting lies in its simplicity and legality. It provides insights into how life phases, location, and affluence shape our lifestyles - and subsequently our consumption patterns.

This approach aligns with modern consumers' growing desire for transparency, control, and respect for their personal space.

In a world where data privacy is increasingly valued, geographical targeting offers a path forward that respects both the individual and the community. This is paving the way for marketing strategies that connect without intruding.

06. Lifestyle as a Master Key

Lifestyles are not just buzzwords.

They are real and living manifestations of our choices, dreams, and constraints.

With a deep understanding of how life phases, location, and affluence are shaping lifestyles, businesses can dig far beyond the surface and unlock new valuable consumer insights.

Lifestyles allow marketers to build a much more nuanced understanding of consumers and develop targeted marketing activities that resonate with people's actual lives.



*In a world filled with noise,
connecting with consumers on
a deep level is not
just a nice-to-have.*

It's essential!

Please reach our team for questions about geographical targeting, globally and in the Nordic region:

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