**Selected Quotes**

**The Effectiveness of Demographic and Psychographic Variables   
for Explaining Brand and Product Category Use**

**Foundational Findings on Variable Effectiveness**

“The covariates are shown to be predictive of product use. The evidence is overwhelming that the covariates are related to brand use in an identical way for all brands, indicating that they are not useful for predicting relative brand preference.”  
— p. 223

“Demographics and psychographics are therefore not useful for predicting brand preference given product category use.”  
— p. 224

“A predictively useful association is found in none of the 52 product categories for each set of covariates.”  
— p. 237

“The five sets of covariates are not useful for predicting which brand consumers use, only that some brand is used, i.e., some use of the product class.”  
— p. 237

**Conceptual and Methodological Contributions**

“Variables that can be expected to explain brand preference must reflect the substantive conditions that lead people to action and potential brand use.”  
— p. 241

“General descriptors such as demographics are too broad-scoped to point to the specific concerns and interests that lead to consumers preferring one brand over another.”  
— p. 241

“Demographic correlates of product use do not provide a direct, substantive understanding of conditions leading to product use. In a marketing context, these variables act as a link with other data sources that marketers use in implementing strategy.”  
— p. 241

“Product category names, and names of activity, point to kinds of task and interest to which people allocate resources.”  
— p. 242

“Such a practice can lead, at best, to ambiguity and more likely to conceptual confusion, as it has in the elusive search for what demographics and general psychographic variables can explain.”  
— p. 242

**Methodological Caveats and Implications**

“Cluster analysis employs a one-dimension measure that summarizes differences among respondents on a large battery of variables. Our modeling approach allows for a unique relationship between each variable and each brand.”  
— p. 235

“We find evidence of a predictive association between the covariates and any use of brand *i*, but also find that this association is the same for all brands.”  
— p. 237

“We therefore conclude that the sets of covariates are sometimes useful for predicting product use and frequency of product use.”  
— p. 239

Fennell, G., Allenby, G., Yang, S., & Edwards, Y. (2003). The Effectiveness of Demographic and Psychographic Variables for Explaining Brand and Product Category Use. Quantitative Marketing & Economics, 1(2), 223–244.