**Personality Traits and Consumer Behavior.**

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**Introduction**

The main point driven by the big five personality trait is to measure the level to which certain personality trait are expressed in person. An individual possesses all these traits but in varying degrees. It is these traits that makes a person tick. Those five attributes are conscientiousness, agreeableness, neuroticism, openness and extraversion. In considering the five persona traits, products that is successfully marketed to people include products that exhibit similar personalities to them or the brands that to some extent represent the way they are (Huang, 2012).

**Personality Traits**

Neuroticism, for example, is an emotional sensitivity especially when it comes to situational factors. Consumers with this trait would easily tick for products being sold by a familiar person may be from the neighborhood (Huang, 2012). A consumer who meets a neighbor’s daughter selling cookies outside a grocery establishment is less likely to turn her down and instead would buy a box or two. Individuals who display extremely high degree of openness are said to be sensation seekers (Wauters, 2018). They are more likely to respond well to graphic products and violent advertising. Other people are less open and hardly try out new product. Products that most likely appeal to these kind of people must be of higher standard and be able to outdo their first choice.

**Consumer behavior**

Some people are high in extraversion meaning they are dedicated on their ideal self (Wauters, 2018). These people always have the urge to be better. In the concept of marketing, such people would buy the products that enhance and improve how they feel about themselves. Most cosmetics and beauty products are meant to enhance oneself and hence individuals high in extraversion would easily fall for these products (Wauters, 2018). On the other hand, some individuals have less extraversion and can sometimes be said to be shy. The most marketable products to this group of people is based on online shopping where there minimal interaction with people. They can buy and sell just by the press of a button.

The relationship between consumer personality traits and their buying behavior is still unclear and researchers are yet to find out more (Sharpe, 2016). The main practical problem is to the firms trying to figure out who is who as far as personality is concerned.

References

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