
Personality-Based Marketing and MBTI-Based Personalized Products: A Survey

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Abstract

This survey paper explores the transformative potential of personality-based marketing, focusing on its ability to enhance consumer engagement and brand loyalty by aligning marketing strategies with individual personality traits. By leveraging psychological assessments such as the Myers-Briggs Type Indicator (MBTI) and the Big Five personality traits, marketers can develop personalized strategies that resonate deeply with consumers, fostering stronger emotional connections. The integration of advanced technologies, including large language models (LLMs) and Big Data analytics, further enhances the precision and effectiveness of these strategies, allowing businesses to deliver personalized experiences at scale. The paper highlights the critical role of psychographic segmentation in understanding consumer motivations and behaviors, enabling marketers to craft targeted messages that appeal to the unique psychological and emotional needs of different consumer segments. However, the implementation of personality-based marketing strategies presents challenges, including ethical considerations and privacy concerns related to the collection and use of personality data. Addressing these issues is essential to maintain consumer trust and ensure the responsible use of technology in marketing. The survey concludes that personality-based marketing offers significant opportunities for businesses to differentiate themselves in a competitive marketplace by fostering deeper consumer engagement and loyalty through personalized marketing experiences. As the digital marketing landscape evolves, the integration of innovative technologies and ethical considerations will be crucial for realizing the full potential of personality-based marketing strategies.

1 Introduction

1.1 Relevance of Personality-Based Marketing

The digital era has reshaped marketing, emphasizing personalization driven by technological advancements and evolving consumer expectations [1]. Personality-based marketing has emerged as a key strategy that utilizes psychological insights to tailor marketing efforts to individual preferences, thereby enhancing consumer engagement and loyalty [2]. The application of large language models (LLMs) in user modeling exemplifies the shift towards sophisticated personalization techniques, enabling marketers to better understand and anticipate consumer behavior [3]. This approach is particularly significant in digital marketing, where effective personalized advertising is essential for maintaining competitive advantage [1].

Integrating personality insights into marketing strategies facilitates precise targeting, as demonstrated by the influence of The Big Five personality traits on consumer interactions with social shopping platforms and advertisements [4]. Additionally, focusing on user preferences and self-brand connections is crucial for creating meaningful brand experiences that resonate personally with consumers [5]. In an increasingly competitive marketplace, highlighting functional brand qualities through personalized narratives is vital for capturing and retaining consumer interest.

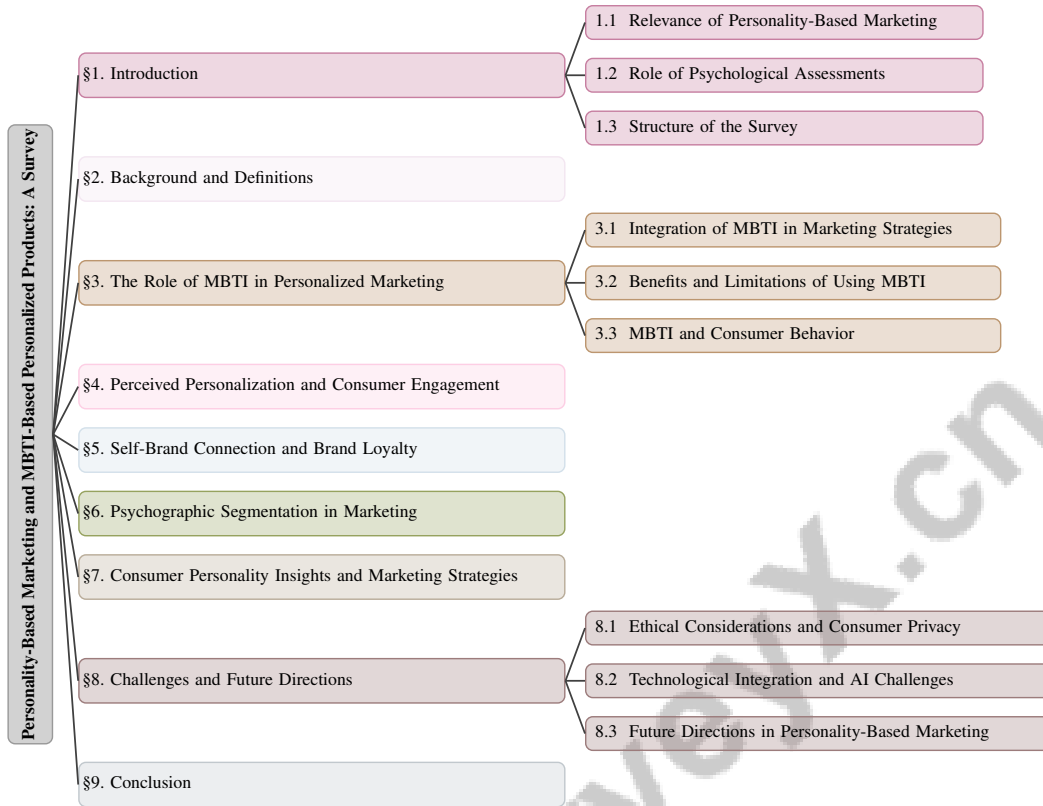


Figure 1: chapter structure

1.2 Role of Psychological Assessments

Psychological assessments are integral to personalized marketing, providing a structured approach to understanding consumer behavior through individual personality traits. Frameworks such as the Myers-Briggs Type Indicator (MBTI) and the Big Five personality traits are instrumental in tailoring marketing strategies to enhance consumer engagement and satisfaction [6]. The D3Advert framework exemplifies the use of MBTI in marketing by leveraging social media data to classify user personalities, facilitating targeted advertising efforts [7].

Incorporating psychological assessments into marketing strategies allows for consumer segmentation based on psychological traits, lifestyles, and values, which is essential for crafting resonant marketing messages [8]. This segmentation supports the development of narratives aligned with individual preferences, thereby enhancing user engagement and satisfaction [9]. The Personality Identity Estimator (PIE) democratizes access to personality insights, providing a cost-effective tool for estimating personality types and broadening the applicability of personality-based marketing strategies across various contexts, including education [10].

Furthermore, the interplay between cognitive and affective perceptions is crucial for understanding the persuasion process in online shopping, underscoring the importance of psychological assessments in predicting consumer behavior and decision-making [11]. By employing these assessments, marketers can create personalized experiences that not only meet consumer expectations but also foster brand loyalty and competitive advantage in the digital marketplace [1].

1.3 Structure of the Survey

This survey systematically explores the multifaceted domain of personality-based marketing, emphasizing the role of psychological assessments like the Myers-Briggs Type Indicator (MBTI) in developing personalized marketing strategies. The introduction highlights the relevance of personality-based marketing in the digital age and its impact on consumer engagement and loyalty. The discussion transitions to an analysis of psychological assessments, underscoring their significant role in shaping

marketing strategies through an understanding of consumers' psychographic profiles—personality traits, lifestyles, and values—which inform targeted marketing efforts. Leveraging these insights enables businesses to enhance promotional strategies and optimize location choices, leading to improved purchase decisions and competitive advantages [9, 8, 4, 12].

The second section provides a comprehensive background on key concepts, including personality-based marketing, MBTI-based personalized products, and psychographic segmentation, establishing a foundation for subsequent analysis. The third section delves into the MBTI's role in personalized marketing, discussing its integration into strategies, benefits, limitations, and its influence on consumer behavior.

The survey then examines perceived personalization and consumer engagement in the fourth section, focusing on the psychological effects of personalized marketing on consumer behavior. The fifth section analyzes self-brand connection and its significance for brand loyalty, exploring how personalized advertising strengthens emotional ties between consumers and brands.

In the sixth section, the importance of psychographic segmentation in effective marketing strategies is discussed, emphasizing social media's role in providing psychographic insights and the frameworks for effective segmentation. The seventh section explores how consumer personality insights can inform tailored marketing strategies, including methods for personality data collection and analysis, and aligning influencer characteristics with marketing strategies.

The survey concludes with a discussion of the challenges and future directions in personality-based marketing, addressing ethical considerations regarding consumer privacy, the integration of advanced technologies like personality-driven content recommendation systems, and identifying trends that may shape digital marketing, particularly in social media and consumer behavior influenced by personality traits [13, 4, 14, 15]. This comprehensive structure ensures a holistic examination of the topic, providing valuable insights into the evolving landscape of personalized marketing. The following sections are organized as shown in Figure 1.

2 Background and Definitions

2.1 Personality-Based Marketing and MBTI-Based Personalized Products

Personality-based marketing strategically aligns marketing efforts with consumer personality traits to enhance engagement and loyalty, leveraging psychological insights to tailor content that influences preferences and purchase intentions [2]. Central to this approach is Brand Personality, which encompasses the human-like traits attributed to brands, shaping consumer perceptions and interactions [12]. By employing user modeling and large language models (LLMs), marketers can create personalized experiences that align messages with psychological profiles, optimizing consumer engagement [3].

The Myers-Briggs Type Indicator (MBTI) is a prominent tool in this domain, facilitating the creation of personalized products that resonate with specific personality types, thereby enhancing satisfaction and deepening consumer-brand connections. This is particularly effective in areas where personality traits influence consumer preferences, such as social shopping and digital advertising [4]. Data-driven narrative personalization, which integrates interactive storytelling and psychological modeling, further refines marketing campaigns by aligning them with consumer psychographic profiles [9].

Despite the recognized potential of AI to enhance MBTI applications in marketing, research remains limited [16]. Nevertheless, advancements in AI and machine learning offer opportunities to refine strategies through effective data analysis, providing personalized experiences at scale. Integrating AI into personality-based marketing can enhance firm-customer interactions and embed artificial empathy into engagements.

2.2 Psychographic Segmentation

Psychographic segmentation is crucial in modern marketing, categorizing consumers based on psychological characteristics like values, interests, and lifestyles, rather than demographics alone. This approach allows businesses to tailor offerings to meet the diverse needs and preferences of consumer groups [8]. By understanding psychographic profiles, marketers can develop personalized strategies that resonate more deeply with consumers.

Combining psychographic profiling with demographic segmentation advances marketing strategies by providing a nuanced understanding of consumer behavior [17]. This dual approach defines segments by age, gender, lifecycle, social class, and generational influences [18], enabling marketers to craft targeted messages and products that cater to psychological and emotional needs.

In health communications, psychographic segmentation has been instrumental in reaching higher-risk teen populations, demonstrating its cross-sector applicability [19]. This method facilitates tailored interventions and messages that effectively engage the intended audience, enhancing campaign impact.

The importance of psychographic segmentation in personalized strategies lies in its ability to provide insights into consumer motivations and behaviors. These insights empower marketers to design engaging experiences by leveraging interactions between brand experience, mobile app engagement, and self-brand connection, thereby strengthening consumer-brand relationships and enhancing loyalty. Understanding these dynamics enables businesses to implement targeted strategies that foster emotional connections and drive long-term satisfaction [8, 20, 21]. As competition intensifies, leveraging psychographic insights will be crucial for businesses seeking to differentiate themselves and secure a sustainable competitive advantage.

In the realm of personalized marketing, the integration of psychological frameworks has become increasingly significant. One such framework, the Myers-Briggs Type Indicator (MBTI), offers valuable insights into consumer behavior and preferences. This is particularly evident in the hierarchical integration of MBTI within marketing strategies. Figure 2 illustrates this concept, detailing the enhancements in personalization, benefits and limitations, and the influence of MBTI on consumer behavior. The figure emphasizes how the application of MBTI can refine marketing strategies through personality insights, while also addressing the necessary methodological approaches and ethical considerations involved in its implementation. Such an analysis underscores the importance of understanding consumer psychology in developing effective marketing practices.

3 The Role of MBTI in Personalized Marketing

3.1 Integration of MBTI in Marketing Strategies

The integration of the Myers-Briggs Type Indicator (MBTI) in marketing strategies enhances personalization by aligning marketing efforts with individual personality traits. The Personality-Based Product Recommender (PBPR) framework exemplifies this approach, utilizing personality analysis from social media to predict user preferences and tailor marketing strategies [13]. By leveraging Big Data analytics on transaction records, marketers can refine personality insights, aligning consumer traits with brand personality to optimize strategies [22]. Beyond recommendations, MBTI facilitates interactive and narrative personalization, with large language models (LLMs) enhancing predictions of consumer behavior and tailoring marketing messages [3, 9]. This approach complements traditional segmentation frameworks by incorporating personality traits, enabling nuanced customer segments and fostering stronger consumer-brand connections [17, 18].

Understanding the complexities of consumer behavior, influenced by psychological, social, and environmental factors, is crucial for incorporating MBTI insights into marketing strategies [23]. Effective strategies must account for these complexities to enhance personalization and engagement, utilizing frameworks that categorize personalized advertising by effectiveness and impact on customer relationships for a competitive advantage in the digital marketplace [1]. Additionally, integrating cognitive process theory and the Belief-Desire-Intention (BDI) model in analyzing team dynamics offers insights into how MBTI influences marketing strategy development [16], emphasizing personality traits' roles in consumer behavior, especially in social shopping contexts [4].

3.2 Benefits and Limitations of Using MBTI

MBTI provides a structured approach for leveraging personality insights in personalized marketing, enhancing product recommendation accuracy and consumer engagement. The PBPR method exemplifies these benefits by utilizing stable relationships between personality traits and consumer preferences, thus improving marketing precision [13]. Aligning strategies with consumer personality profiles fosters engaging content, driving brand loyalty and satisfaction [22]. Furthermore, MBTI

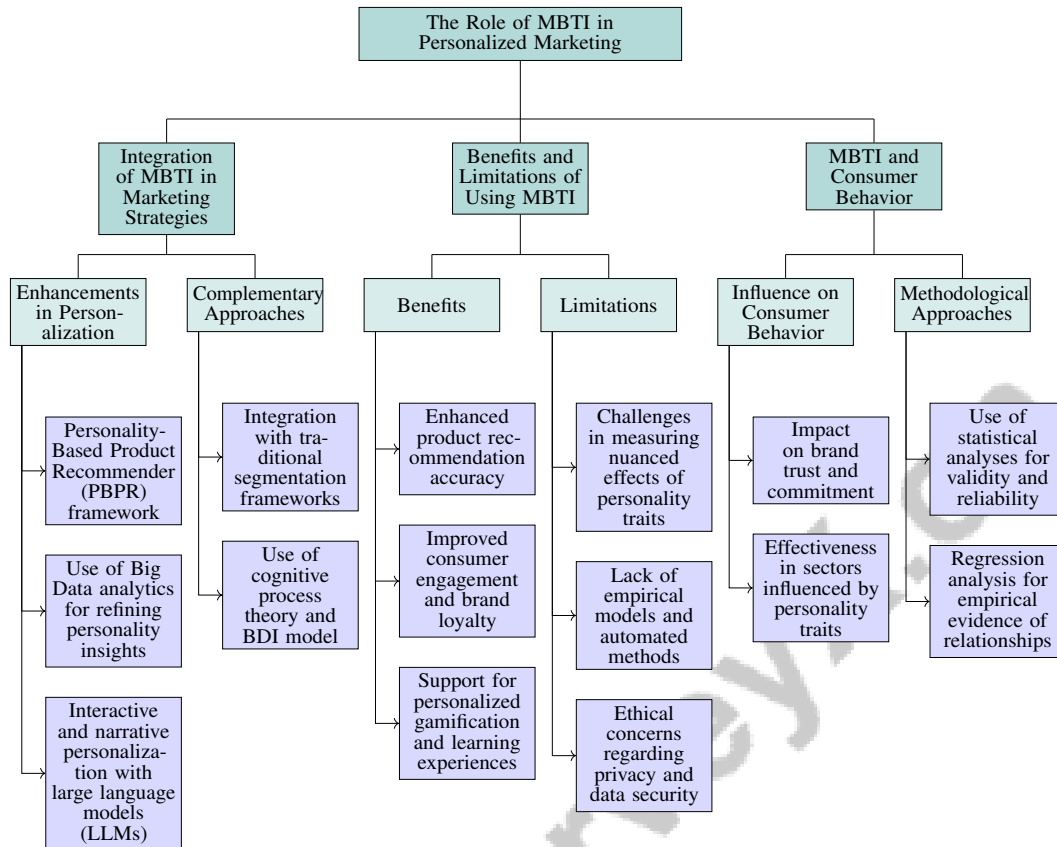


Figure 2: This figure illustrates the hierarchical integration of MBTI in personalized marketing, detailing the enhancements in personalization, benefits and limitations, and influence on consumer behavior. It emphasizes the role of MBTI in refining marketing strategies through personality insights, while addressing methodological approaches and ethical considerations.

supports the development of personalized gamification and learning experiences tailored to individual differences, enhancing motivation and engagement [24].

However, MBTI's application in marketing faces limitations. Challenges include measuring the nuanced effects of personality traits on privacy concerns and consumer attitudes, complicating effective implementation [15]. The absence of empirical models integrating consumer personality traits with marketing strategies limits MBTI's potential to optimize efforts [22]. Additionally, the lack of automated methods for assessing the personality appeal of images constrains the scalability of personalized marketing initiatives [2]. Ethical considerations also pose challenges, as collecting and utilizing personality data raises privacy and data security concerns [9]. The reliance on projective techniques that may not accurately reflect consumer perceptions highlights the need for reliable assessment tools [12]. Moreover, understanding the characteristics of influencers that effectively create self-brand connections remains complex, impacting the translation of personality insights into consumer behavior [25].

3.3 MBTI and Consumer Behavior

MBTI significantly influences consumer behavior and purchasing decisions by providing insights into individual personality traits, which can be leveraged to tailor marketing strategies and enhance engagement. Empirical studies demonstrate the considerable impact of brand personality on brand trust and commitment, indicating that aligning marketing efforts with consumer personality profiles fosters stronger consumer-brand relationships [26]. Personality-based recommendations outperform traditional methods in user satisfaction and recommendation diversity, underscoring personalized marketing's effectiveness [6].

MBTI integration is particularly effective in sectors where consumer preferences are influenced by personality traits. For instance, gamification elements tailored to MBTI characteristics significantly enhance motivation, illustrating the broader applicability of personalized approaches in increasing engagement [24]. Additionally, the relationship between customer segmentation variables and brand loyalty levels in telecommunications underscores the importance of understanding consumer personalities for developing effective strategies [18].

Methodologically, evaluating MBTI's impact on consumer behavior involves rigorous statistical analyses, including tests for construct validity, content validity, criterion-related validity, and reliability [10]. These analyses ensure the robustness of personality assessments and their application in predicting consumer behavior. Regression analysis provides empirical evidence of significant relationships between segmentation variables and purchasing decisions, highlighting personality insights' critical role in shaping consumer preferences [17].

4 Perceived Personalization and Consumer Engagement

The relationship between perceived personalization and consumer engagement is central to modern marketing strategies. Understanding the influence of personalized marketing on consumer perceptions and behaviors is essential for improving marketing efficacy. This section examines the psychological effects of personalized marketing, illustrating how customized communications enhance consumer engagement and deepen brand connections. By exploring the underlying psychological principles, we clarify how personalized marketing fosters consumer loyalty and satisfaction, setting the stage for a detailed discussion in the following subsection.

4.1 Psychological Impact of Personalized Marketing

Personalized marketing significantly enhances consumer engagement by utilizing individual personality traits and preferences to create impactful marketing messages. Emotional intelligence plays a crucial role in building consumer loyalty, suggesting that aligning brand personality with consumer expectations can fortify relationships [27]. This alignment not only boosts engagement but also shapes consumer attitudes towards advertisements, influencing purchase intentions and online impulse buying [11].

Rooted in psychological persuasion principles, personalized marketing is more effective when it mirrors consumers' personal experiences and values [15]. Tailored imagery and messaging, particularly in luxury fashion, increase engagement and satisfaction by providing a psychologically appealing experience. The role of large language models (LLMs) in enhancing personalization further highlights the need to understand user preferences for optimizing marketing strategies [3].

Incorporating behavioral and psychographic data into customer segmentation is vital for crafting targeted strategies that cater to diverse consumer needs [17]. The psychological effect of brand personality on customer satisfaction directly influences engagement and brand loyalty [12]. By focusing on brand experience and fostering self-brand connections, businesses can enhance loyalty through increased engagement across multiple platforms [25].

Additionally, applying AI in personalized marketing boosts consumer engagement by aligning with the cognitive strengths and weaknesses of different MBTI types, thereby improving marketing outcomes [16]. In social shopping contexts, understanding consumer behavior, especially the role of trust in influencers and advertisements, is crucial for developing effective personalized marketing strategies [4].

4.2 Influence of Perceived Personalization on Consumer Behavior

Perceived personalization profoundly influences consumer behavior and decision-making by aligning marketing strategies with individual preferences and psychological profiles. This alignment enhances the relevance and attractiveness of marketing communications, thereby increasing engagement and purchase intentions. Research by [8] shows that psychographic segmentation, combined with promotion and location, explains approximately 75.1

The success of perceived personalization lies in its ability to create individual relevance and brand connection, fostering trust and loyalty. By customizing marketing messages and product offerings to

specific segments, businesses can enhance perceived value, leading to increased consumer satisfaction and loyalty. This strategy is particularly effective in digital marketing, where delivering personalized experiences at scale is crucial for maintaining a competitive edge. Effective personalization can reduce acquisition costs by nearly 50

Integrating psychographic insights into marketing strategies allows for precise targeting and segmentation, enabling marketers to craft messages that resonate with the psychological and emotional needs of their audience. This targeted approach enhances consumer engagement and facilitates effective decision-making by delivering relevant, personalized information that aligns with consumers' values and preferences. Studies indicate that personalization elevates customer satisfaction and loyalty by tailoring messages to individual needs, while also increasing purchase intentions through emotional responses and psychographic segmentation. By aligning marketing strategies with consumers' psychological traits and lifestyle choices, businesses can effectively influence purchasing decisions, thereby optimizing marketing efforts and driving sales growth [6, 8, 4, 14, 11].

5 Self-Brand Connection and Brand Loyalty

Exploring self-brand connection is crucial for comprehending consumer loyalty dynamics, as it mediates the link between brand credibility and loyalty. This connection affects how consumers incorporate brand identity into their self-concept, influencing their loyalty to brands [5, 21]. It encapsulates the emotional bonds consumers form with brands and acts as a vital mediator between brand experience and loyalty, offering insights into consumer engagement and commitment essential for marketing strategies.

5.1 Conceptualizing Self-Brand Connection

Self-brand connection, characterized by the emotional ties consumers establish with brands that resonate with their personal identity, significantly impacts loyalty [5]. This relationship reflects a deep alignment between self-perception and brand identity, influenced by factors such as brand experience and love [25]. The interaction between personal identity and market demands highlights the evolving nature of self-branding, where economic, social, and cultural elements shape consumer-brand relationships [28].

As a mediator between brand experience and loyalty, self-brand connection promotes long-term consumer commitment [20]. This mediation is influenced by brand credibility, as consumers tend to form stronger self-brand connections with brands they perceive as credible and trustworthy [21]. The emotional bond developed through self-brand connection enhances brand loyalty and moderates the effects of brand love and experience, reinforcing consumer attachment to the brand [27].

5.2 Emotional Bonds and Personalized Advertising

Personalized advertising plays a pivotal role in strengthening emotional bonds between consumers and brands by aligning marketing messages with consumers' identities and preferences. This alignment fosters authenticity and relevance, essential for building strong consumer-brand relationships. The psychological burden of maintaining a branded self, as noted by [28], underscores the importance of authenticity in personalized advertising, as consumers often feel pressured to meet market expectations. Addressing these authenticity concerns allows personalized advertising to alleviate psychological burdens and enhance emotional connections to brands.

Using personalized advertising to deepen emotional connections is supported by evidence of its effectiveness in enhancing brand loyalty and advocacy [5]. This approach is particularly effective when incorporating elements of brand credibility and identity, which positively influence brand loyalty through self-brand connection [21]. By emphasizing credible and authentic brand messages, personalized advertising can strengthen the emotional bonds consumers form with brands, thereby increasing their loyalty and commitment.

6 Psychographic Segmentation in Marketing

6.1 Leveraging Social Media for Psychographic Insights

Integrating social media data into psychographic segmentation represents a pivotal advancement in marketing, enabling businesses to gain deeper insights into consumer attitudes, preferences, and behaviors. Social media platforms offer abundant psychographic data through user interactions that reflect psychological traits and lifestyles [7]. Analyzing this data allows marketers to understand consumer motivations, facilitating targeted marketing strategies [8]. The D3Advert framework exemplifies this approach, utilizing advanced analytics to classify user personalities and tailor advertising [7]. This enhances marketing communication relevance, fostering stronger consumer-brand connections by aligning messages with psychological profiles [9]. Incorporating social media data into psychographic strategies enables nuanced consumer behavior understanding, identifying distinct segments based on psychological characteristics [17].

Leveraging social media for psychographic insights is particularly beneficial in digital marketing, where personalized experiences are crucial for competitive advantage. By utilizing social media data, businesses can create campaigns that resonate with consumers, driving engagement and loyalty [4]. As the digital landscape evolves, integrating social media data into psychographic segmentation will be vital for businesses seeking differentiation and sustained success.

6.2 Frameworks and Models for Effective Psychographic Segmentation

Effective psychographic segmentation relies on frameworks and models that categorize consumers based on psychological characteristics, such as values and lifestyles, rather than demographics alone. The VALS (Values and Lifestyles) framework segments consumers into distinct categories based on psychological traits and motivations [8], offering insights into consumer behavior by revealing psychological drivers of purchasing decisions [9]. Additionally, Big Data analytics can analyze interactions and preferences across platforms, including social media [7]. Advanced analytics techniques help discern behavior patterns, leading to personalized marketing campaigns [3]. Combining psychographic data with demographic and geographic segmentation enhances strategy precision, aligning messages with unique consumer segment needs [17].

Machine learning algorithms offer opportunities for dynamic psychographic segmentation, continuously analyzing and updating consumer profiles with real-time data. This enables marketers to respond swiftly to shifts in consumer behavior and preferences [9]. Such adaptability is crucial in the fast-paced digital marketing environment, where timely and relevant messages are essential for maintaining engagement and loyalty [1].

7 Consumer Personality Insights and Marketing Strategies

7.1 Personality Data Collection and Analysis

Analyzing personality data is crucial for developing marketing strategies that align with individual consumer preferences. The Big Five Inventory, which assesses personality traits across dimensions like openness, conscientiousness, extraversion, agreeableness, and neuroticism, is a key tool in this process [29]. This framework provides a comprehensive understanding of consumer personalities, enabling the creation of personalized recommendations that resonate with target audiences.

In addition to psychological assessments, transaction data analysis offers another method for deriving personality insights. By segmenting customers based on purchasing behaviors and correlating these with personality traits, marketers can gain deeper insights into consumer preferences [22]. The integration of transaction data with personality assessments facilitates the development of precise and targeted marketing campaigns.

The combination of personality assessments and transaction data analysis establishes a strong foundation for understanding consumer behavior. Strategies such as psychographic segmentation and strategic promotions enhance the ability to deliver personalized marketing experiences, fostering deeper consumer engagement and loyalty. These methods significantly influence consumer purchase decisions, accounting for about 75.1

7.2 Influencer Characteristics and Marketing Strategies

Aligning influencer characteristics with marketing strategies tailored to consumer personalities is vital in modern marketing. Influencers, through their credibility and appeal, can effectively engage target audiences and enhance brand loyalty [25]. Understanding these traits allows marketers to align influencer attributes with the psychological profiles of their audiences, ensuring marketing messages resonate deeply.

Authenticity and credibility are key factors in this alignment, crucial for fostering trust and emotional connections with consumers [21]. Influencers perceived as authentic and credible are more likely to impact consumer attitudes, making them valuable partners in personalized marketing campaigns. By selecting influencers whose characteristics align with the brand's personality and values, marketers can enhance campaign effectiveness.

Integrating influencer marketing with psychographic segmentation further refines marketing strategies. By analyzing consumer personalities and preferences, marketers can identify influencers who resonate with specific segments, optimizing the alignment between influencer characteristics and marketing messages [9]. This targeted approach not only enhances consumer engagement but also delivers relevant and personalized content that aligns with consumers' values and preferences.

8 Challenges and Future Directions

8.1 Ethical Considerations and Consumer Privacy

Implementing personality-based marketing strategies requires addressing ethical and privacy concerns to maintain consumer trust and protect personal data. The commodification of personal identity prompts ethical questions about using personality traits for commercial purposes, necessitating transparent communication about data practices to ensure informed consent [9]. This transparency is crucial, especially in personalized advertising, where user consent for data access is paramount.

Privacy concerns grow with the use of advanced technologies like large language models (LLMs) for user profiling, mirroring ethical issues in personality-based marketing [16]. Intrusive data collection can increase consumer anxiety, highlighting the need for strong data protection and adherence to privacy laws. Additionally, aligning brand personality with cultural contexts requires cultural sensitivity to avoid misrepresentation and ensure respectful marketing [21].

The accuracy of personality predictions is another ethical concern, as self-reported data may introduce bias, affecting the reliability of these marketing strategies. Feedback mechanisms in personalized services are vital to align with customer preferences, addressing ethical concerns about accuracy and relevance [17]. Moreover, the impact of emerging marketing technologies on privacy across different personality types needs further exploration to uphold ethical standards [4].

8.2 Technological Integration and AI Challenges

Integrating technology and AI into personality-based marketing presents challenges that need resolution to optimize outcomes and ensure effective personalization. A key issue is the reliance on social media data for personality-driven recommendations, which may introduce biases affecting generalizability [14]. Users often curate their online personas, potentially skewing personality assessments.

The focus on specific personality types, often limited to subsets of MBTI types like ENFP and ESFJ, restricts the scope of personality-based strategies, limiting their applicability across diverse populations [24]. This narrow focus hinders the development of comprehensive strategies that address the full spectrum of consumer personalities, calling for more inclusive research.

Ethical management of consumer data in AI-driven marketing raises concerns about privacy violations and potential misuse. As brands increasingly use personality traits for tailoring strategies, responsible data handling is crucial to maintain trust and comply with regulations [13, 30, 14, 29, 15]. The sophistication of AI in analyzing consumer data heightens privacy risks, emphasizing the need for robust data protection measures and ethical guidelines.

8.3 Future Directions in Personality-Based Marketing

The future of personality-based marketing promises growth, focusing on refining segmentation strategies and integrating advanced technologies for enhanced engagement. Exploring brand personality across diverse cultural and industrial contexts offers insights into the adaptability and efficacy of these strategies [31]. Expanding gamification preferences across various user traits and educational settings presents opportunities to tailor strategies to a broader personality spectrum [24].

Integrating alternative machine learning methods for personality prediction and assessing the impact of different social networks on recommendation effectiveness are critical research areas [13]. Such innovations could enhance the precision of marketing, facilitating more personalized consumer interactions. Developing real-time personalization algorithms and exploring emerging trends in consumer behavior analytics are essential to keep pace with the evolving digital landscape [1].

Cross-cultural adaptations of psychographic models like V-MLS in diverse geographic contexts are vital for enhancing the validity and applicability of personality-based strategies [19]. Advanced deep learning techniques for image analysis could refine real-world applicability of personality matching, offering deeper insights into consumer preferences [2]. Investigating future directions in user modeling with LLMs suggests innovations that could inform sophisticated marketing strategies [3].

Exploring alternative personality frameworks and enhancing user customization options are crucial for achieving deeper personalization and engagement [9]. Examining the impact of various social media platforms on behavior and investigating additional traits beyond The Big Five could yield a more comprehensive understanding of consumer dynamics [4]. Embracing these directions will enable innovations in marketing, fostering deeper engagement and brand loyalty in a competitive landscape.

9 Conclusion

This survey highlights the pivotal role of personality-based marketing in revolutionizing consumer engagement and brand loyalty by tailoring marketing strategies to individual personality traits. Psychological assessments like the Myers-Briggs Type Indicator (MBTI) and the Big Five personality traits are instrumental in crafting personalized marketing approaches that foster emotional connections and enhance consumer loyalty. The integration of advanced technologies, such as large language models (LLMs) and Big Data analytics, further optimizes these strategies, enabling the delivery of personalized experiences on a large scale.

Furthermore, the survey emphasizes the critical role of psychographic segmentation in understanding consumer motivations and behaviors, empowering marketers to develop targeted messages that address the unique psychological and emotional needs of diverse consumer segments. This targeted approach not only boosts engagement but also aids consumers in making informed decisions by providing relevant information that aligns with their values and preferences.

However, the implementation of personality-based marketing strategies is not without challenges. Ethical issues and privacy concerns related to the collection and use of personality data must be addressed to maintain consumer trust and ensure the responsible application of technology in marketing. Additionally, the limitations of current methodologies, particularly the dependence on self-reported data and the narrow focus on specific personality types, call for more inclusive research approaches and the development of robust data protection measures.

Examining the impact of personality-based marketing on consumer-brand relationships reveals significant opportunities for businesses to differentiate themselves in a competitive market. By fostering deeper consumer engagement and loyalty through personalized marketing experiences, brands can achieve long-term success and build enduring relationships with their consumers. As the digital marketing landscape continues to evolve, the successful integration of innovative technologies with ethical considerations will be essential for realizing the full potential of personality-based marketing strategies.

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