Personality and Consumer Behavior Module-4

Chapter Outline

- **Personality Theories**
- **Cognitive Personality Factors**
- **Consumption**
- **Product Personality**
- **The Self and Self-Image**

What Is Personality

- **The inner psychological characteristics that both determine and reflect how a person responds to his or her environment**

Many Sites Offer Free Personality Tests

Personality Tests and Tools - Microsoft Internet Explorer

File   Edit   View   Favorites   Tools   Help

Back | Search | Favorites | Media

Address http://similarminds.com/personality_test | Go | Links

similarminds.com

Is Your Personality Hot?
A fun Personality Test to see just how hot you really are!
www.ruhotquiz.com

Are You Normal?
A fun test to see how your personality compares to the rest!
www.chatterbean.com

Free Career Test
Considering a career change? Find your true talent today.
www.college911.com

Ads by Goooooogle

| Tests/Tools | Other Tests | Search Minds | Info/Articles |

Global 3 Personality Tests
Short Test (30 questions)
Medium Test (84 questions)*
Advanced Test (126 questions)*

Right Left Brain Tests (info)
Short Test (30 questions)*
Word Test (30 words)*
Word Choice Test (25 pairs)*

Big 5 / Global 5 / SLOAN Tests (info)
Short Test (50 questions)
Word Test (60 words)*
Word Choice Test (30 pairs)*
Big 30 Test (155 questions)
Big 45 Test (225 questions)

Jung Tests I-E S-N F-T J-P** (info)
Short Test (53 questions)
Word Test (70 words)*
Word Choice Test (24 pairs)*
Jung+Enneagram (108 questions)

Enneagram Tests (info)
Short Test (50 questions)
Word Test (70 words)*
Advanced Test (131 questions)
Enneagram+Jung (108 questions)

Other Personality System Tests (info)
Personality Disorder Test (55 questions)
Maslow Inventory Test (36 questions)*
Locus of Control Test (30 questions)
Freudian Inventory Test (36 questions)*
Eysenck Personality Test (46 questions)
Cattell 16 Factor Test (85 questions)
Career Inventory Test (58 questions)

Compatibility Tests (info)
Multiuser Enneagram (2+ users)

Geographic Personality Test (33 questions)

Local intranet

weblink

5 - 4

The Nature of Personality

- **Personality reflects individual differences**
- **Personality is consistent and enduring**
- **Personality can change**

Discussion Questions

- **How would you describe your personality?**

- **How does it influence products that you purchase?**

Theories of Personality

- **Freudian theory**
  - **Unconscious needs or drives are at the heart of human motivation**
- **Neo-Freudian personality theory**
  - **Social relationships are fundamental to the formation and development of personality**
- **Trait theory**
  - **Quantitative approach to personality as a set of psychological traits**

Freudian Theory

- **Id**
  - **Warehouse of primitive or instinctual needs for which individual seeks immediate satisfaction**
- **Superego**
  - **Individual's internal expression of society's moral and ethical codes of conduct**
- **Ego**
  - **Individual's conscious control that balances the demands of the id and superego**
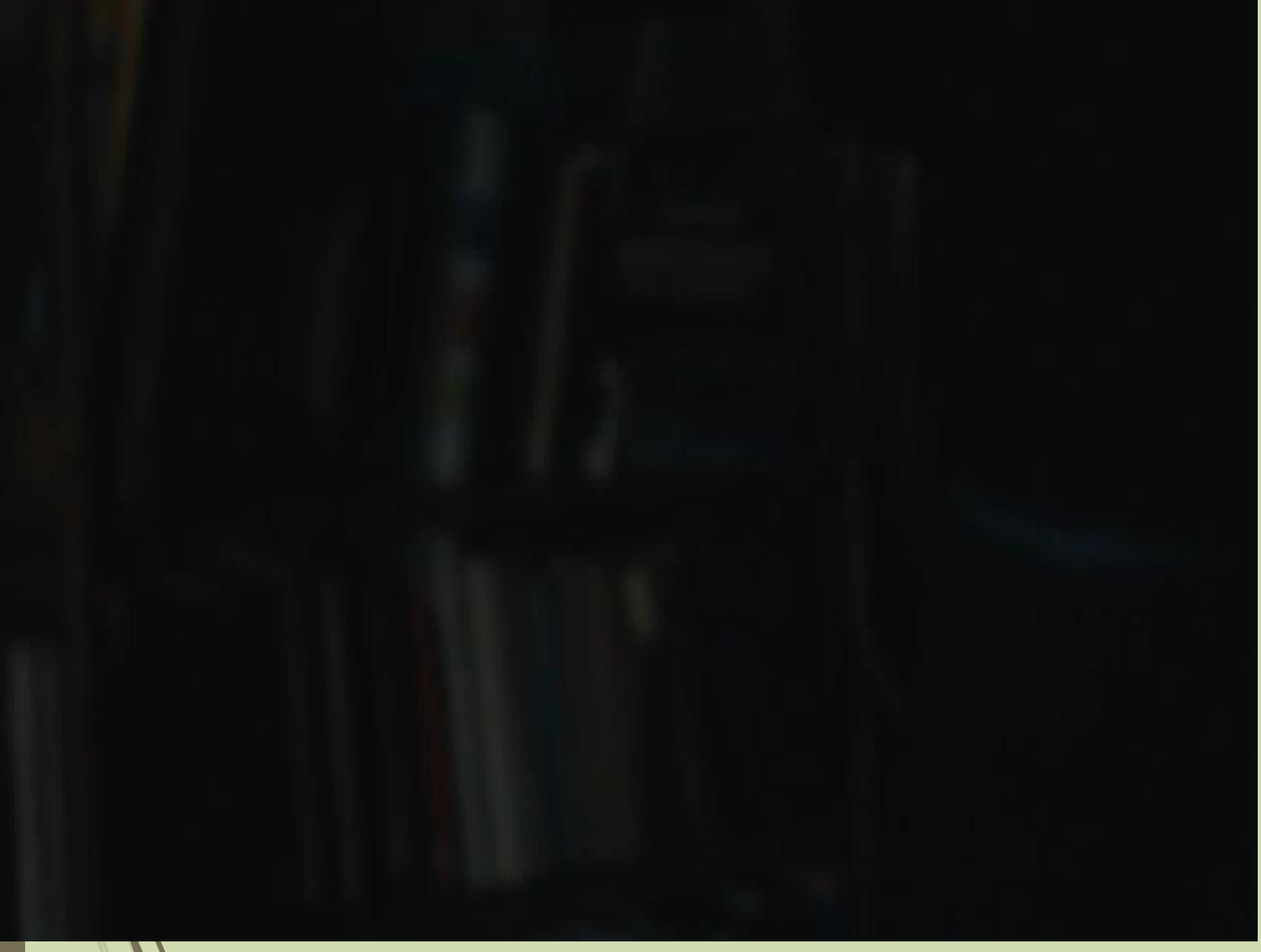
SUPER EGO

Spare parts for humans are not as original as those for cars.

Don't Drink and Drive.

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BMW

Sigmund Freud - Life and Work

Sigmund Freud
Biography | Self-analysis
Work | Theory

Freud and...
Breuer | Fliess | Charcot
Bernheim | Jung

## The Psychoanalytic Movement
Freudians | Dissidents

Psychoanalysis
Online teachings

The Purpose of this Site

This site is dedicated to the life and work of Sigmund Freud, the father of psychoanalysis. It is conceived so to offer essays and papers on his biography, self-analysis and work, and also on the personalities who interacted, more or less, with his ideas, with the development and recognition of psychoanalysis. We also offered a few bibliographical notes, quotations and references concerning Freud and his activity in the psychoanalysis field. The psychoanalytical movement started by Freud, the anti-Freudian, dissident trends are also

Figure 5.2 A Representation of the Interrelationships Among the Id, Ego, and Superego
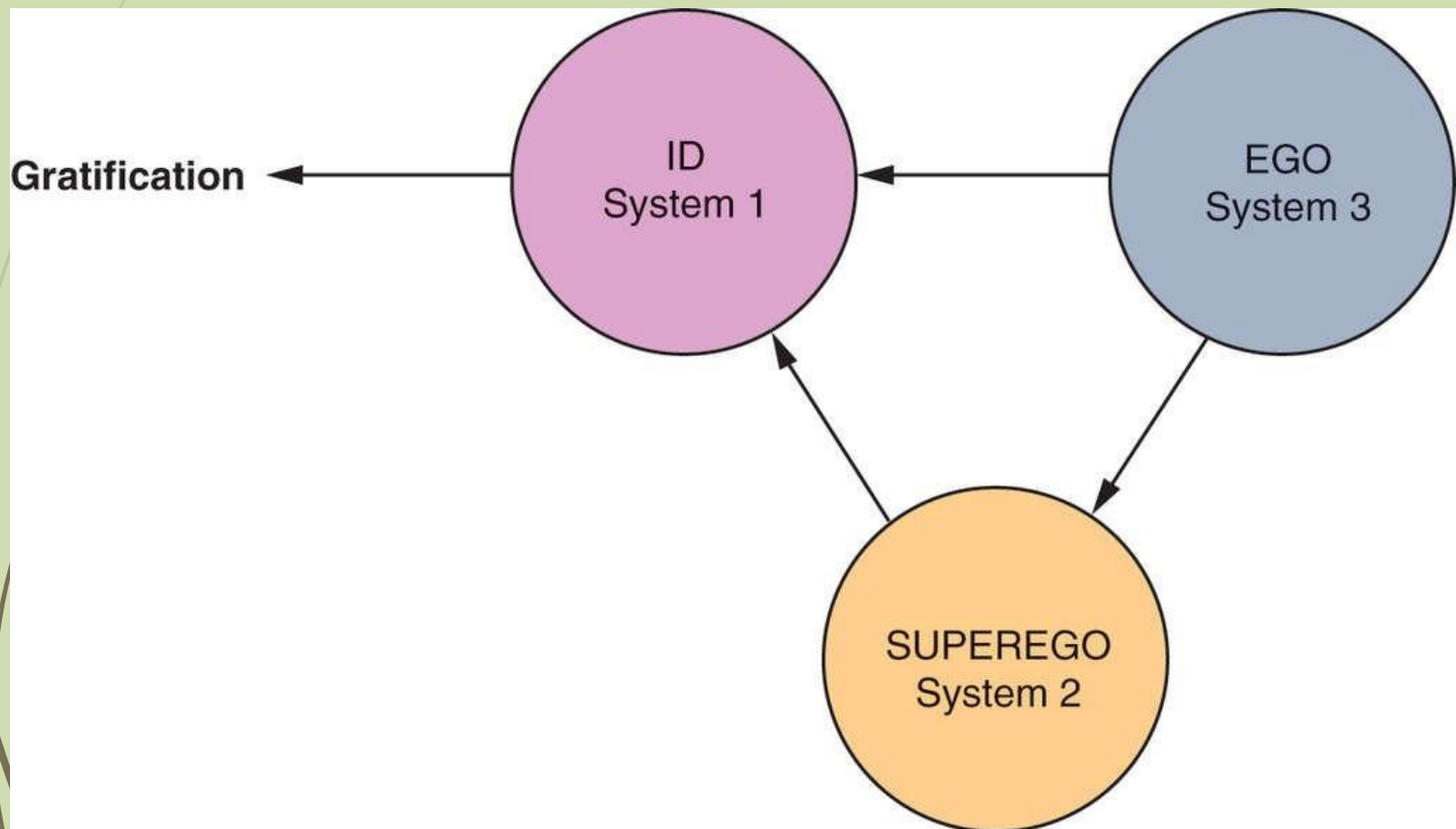
Freudian Theory and "Product Personality"

- Consumer researchers using Freud's personality theory see *consumer purchases as* a *reflection and extension of the consumer's own personality*

Neo-Freudian Personality Theory

- We seek goals to overcome feelings of inferiority

- We continually attempt to establish relationships with others to reduce tensions

- Karen Horney was interested in child-parent relationships and desires to conquer feelings of anxiety. Proposed three personality groups
  - *Compliant* move toward others, they desire to be loved, wanted, and appreciated
  - *Aggressive* move against others
  - *Detached* move away from others

Trait Theory

- **Personality theory with a focus on psychological characteristics**

- **Trait - any distinguishing, relatively enduring way in which one individual differs from another**

- **Personality is linked to how consumers make their choices or to consumption of a broad product category - not a specific brand**

BRAND ARCHETYPES

INTERNAL · EXTERNAL
CHANGE · ORDER

THE SAGE
THE INNOCENT
THE MAGICIAN
THE HERO
THE JESTER
THE REGULAR GUY
THE RULER
THE CAREGIVER
THE LOVER
THE CREATOR
THE REBEL
THE EXPLORER

A RAINBOW OF BRANDS

Color	Brands
BLACK — Dramatic & Sophisticated	PRADA MILANO · MICHAEL KORS · GUCCI · CHANEL
BLUE — Trustworthy & Secure	SAMSUNG · GAP · intel · AMERICAN EXPRESS · Ford · facebook · Unilever
RED — Bold & Passionate	McDonald's I'm lovin' it · UNIQLO · Levi's · Canon · Adobe · CNN · Coca-Cola
YELLOW — Optimistic & Innovative	Shell · [yellow tail] · RENAULT · GOODYEAR MORE DRIVEN · BURGER KING · Veuve Clicquot
ORANGE — Vibrant & Energetic	Fanta · nickelodeon · orange · Blogger · FedEx · DUNKIN' DONUTS
PURPLE — Enchanting & Regal	YAHOO! · KINECT · Hallmark · Cadbury
GREEN — Rejuvenating & Natural	hulu · H&R BLOCK · bp · JOHN DEERE · Starbucks · Heineken
GRAY — Sleek & Timeless	Apple · Mercedes-Benz · Nintendo · Nestlé Good Food, Good Life
BROWN — Grounded & Robust	UPS · LOUIS VUITTON · J.P.Morgan
PINK — Festive & Fun	Barbie · T-Mobile · PINK VICTORIA'S SECRET

Trait Theory

- Innovativeness
- Dogmatism
- Social character
- Need for uniqueness
- Optimum stimulation level
- Variety-novelty seeking

Trait Theory

- **Innovativeness**
- Dogmatism
- Social character
- Need for uniqueness
- Optimum stimulation level
- Variety-novelty seeking

- The degree to which consumers are receptive to new products, new services, or new practices

Trait Theory

- Innovativeness
- **Dogmatism**
- Social character
- Need for uniqueness
- Optimum stimulation level
- Variety-novelty seeking

- A personality trait that reflects the degree of *rigidity* a person displays *toward the unfamiliar* and toward *information that is contrary to* his or her *own established beliefs*

Trait Theory

- Innovativeness
- Dogmatism
- **Social character**
- Need for uniqueness
- Optimum stimulation level
- Variety-novelty seeking

- **Ranges on a continuum for inner-directedness to other-directedness**
- **Inner-directedness**
  - **rely on own values when evaluating products**
  - **Innovators**
- **Other-directedness**
  - **look to others**
  - **less likely to be innovators**

Table 5.4 Excerpt A Sample Items from a Consumers' Need for Uniqueness Scale

1. **I collect unusual products as a way of telling people I'm different**
2. **When dressing, I have sometimes dared to be different in ways that others are likely to disapprove**
3. **When products or brands I like become extremely popular, I lose interest in them**
4. **As far as I'm concerned, when it comes to the products I buy and the situations in which I use them, custom and rules are made to be broken**
5. **I have sometimes purchased unusual products or brands as a way to create a more distinctive personal image**

Trait Theory

Consumer Innovators And Non innovators

- Innovativeness
- Dogmatism
- Social character
- **Need for uniqueness**
- **Optimum stimulation level**
- Variety-novelty seeking

- A personality trait that measures the level or **amount of novelty or complexity that individuals seek** in their personal experiences
- **High OSL** consumers **tend to accept risky and novel products** more readily than low OSL consumers.

Trait Theory

Consumer Innovators And Noninnovators

- Innovativeness
- Dogmatism
- Social character
- Need for uniqueness
- Optimum stimulation level
- **Variety-novelty seeking**

- **Measures a consumer's degree of variety seeking**
- **Examples include:**
  - **Exploratory Purchase Behavior**
  - **Use Innovativeness**
  - **Vicarious Exploration**

Cognitive Personality Factors

- Need for cognition (NC)
  - A person's craving for enjoyment of thinking
  - Individual with high NC more likely to respond to ads rich in product information
- Visualizers versus verbalizers
  - A person's preference for information presented visually or verbally
  - Verbalizers prefer written information over graphics and images.

Discussion Question

- How does NC and visualizer/verbalizer affect advertisers?

- Which media is best for each group?

From Consumer Materialism to Compulsive Consumption

- Consumer materialism
  - The extent to which a person is considered "materialistic"

- Fixated consumption behavior
  - Consumers fixated on certain products or categories of products

- Compulsive consumption behavior
  - "Addicted" or "out-of-control" consumers

Table 5.6 Sample Items to Measure Compulsive Buying

1. When I have money, I cannot help but spend part or the whole of it.
2. I am often impulsive in my buying behavior.
3. As soon as I enter a shopping center, I have an irresistible urge to go into a shop to buy something.
4. I am one of those people who often responds to direct mail offers.
5. I have often bought a product that I did not need, while knowing I had very little money left.

Consumer Ethnocentrism

- Ethnocentric consumers feel it is wrong to purchase foreign-made products
- They can be targeted by stressing nationalistic themes

Items from the CETSCALE

1. American people should always buy American-made products instead of imports.
2. Only those products that are unavailable in the U.S. should be imported.
3. Buy American-made products. Keep America working.
4. Purchasing foreign-made products is un-American.
5. It is not right to purchase foreign products, because it puts Americans out of jobs.
6. A real American should always buy American-made products.
7. We should purchase products manufactured in America instead of letting other countries get rich off us.
8. It is always best to purchase American products.

Discussion Questions

- Pick three of your favorite brands.
- Describe their personality. Do they have a gender?   What personality traits do they have?

Product Personality Issues

- Gender
  - Often used for brand personalities
  - Some product perceived as masculine (coffee and toothpaste) while others as feminine (bath soap and shampoo)
- Geography
  - Actual locations like Philadelphia cream cheese and Arizona iced tea
  - Fictitious names also used such as Hidden Valley and Bear Creek
- Color
  - Color combinations in packaging and products denotes personality

Marketers often use a fictitious location to help with personality.
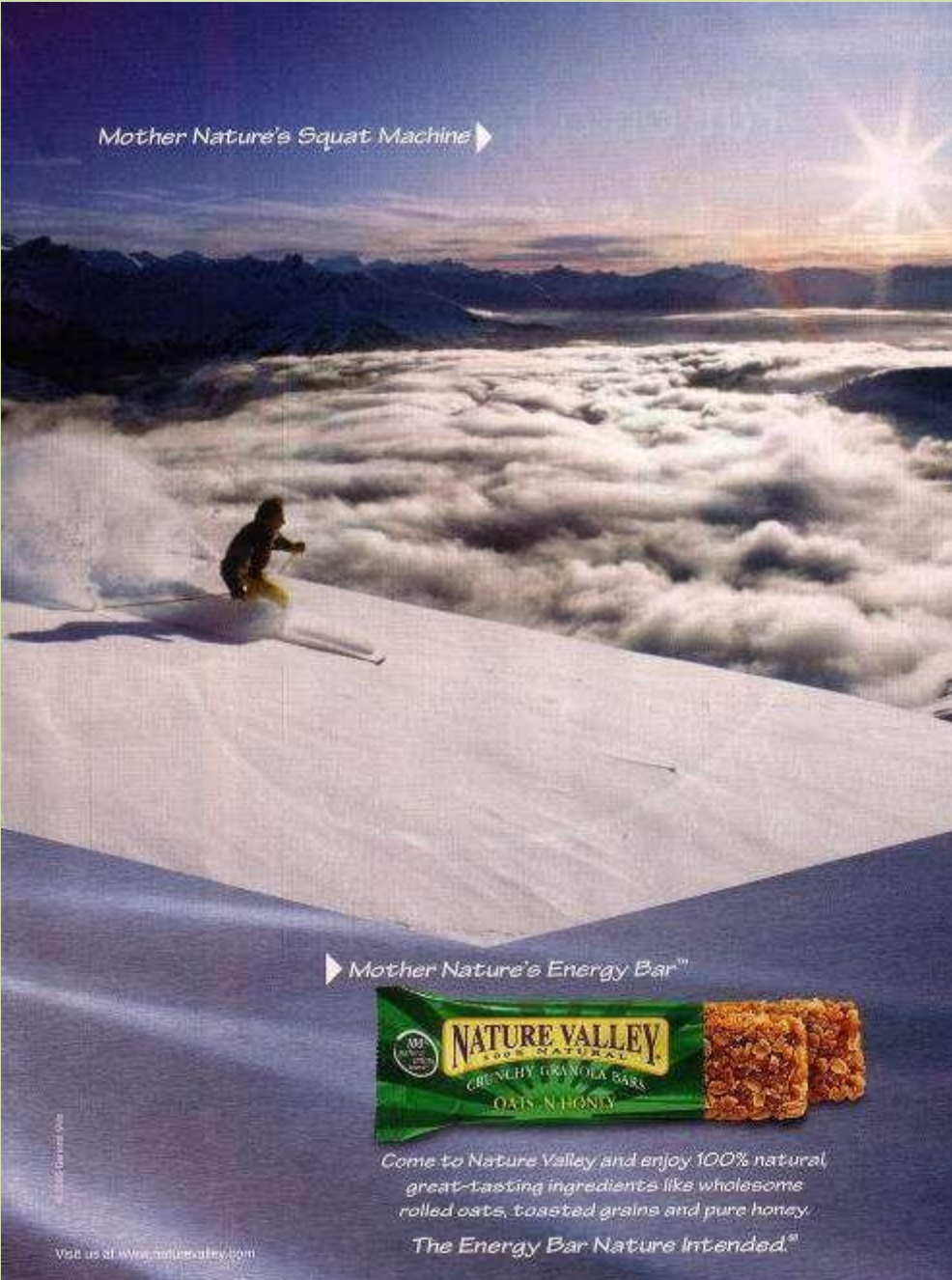
Table 5.10 The Personality-like Associations of Colors

BLUE	Commands respect, authority	• America's favored color • IBM holds the title to blue • Associated with club soda • Men seek products packaged in blue • Houses painted blue are avoided • Low-calorie, skim milk • Coffee in a blue can perceived as "mild"
YELLOW	Caution, novelty, temporary, warmth	• Eyes register it faster • Coffee in yellow can perceived as "weak" • Stops traffic • Sells a house
GREEN	Secure, natural, relaxed or easy-going, living things	• Good work environment • Associated with vegetables and chewing gum • Canada Dry ginger ale sales increased when it changed sugar-free package from red to green and white

Color	Associations	Notes
RED	Human, exciting, hot, passionate, strong	• Makes food "smell" better • Coffee in a red can perceived as "rich" • Women have a preference for bluish red • Men have a preference for yellowish red • Coca-Cola "owns" red
ORANGE	Powerful, affordable, informal	• Draws attention quickly
BROWN	Informal and relaxed, masculine,	• Coffee in a dark-brown can was "too strong"
WHITE	Goodness, purity, chastity, cleanliness, delicacy,	• Suggests reduced calories • Pure and wholesome food • Clean, bath products, feminine
BLACK	Sophistication, power, authority,	• Powerful clothing • High-tech electronics
SILVER, GOLD	Regal, wealthy, stately	• Suggests premium price

Financial Services Firms Often Feature Blue and Green on Their Sites
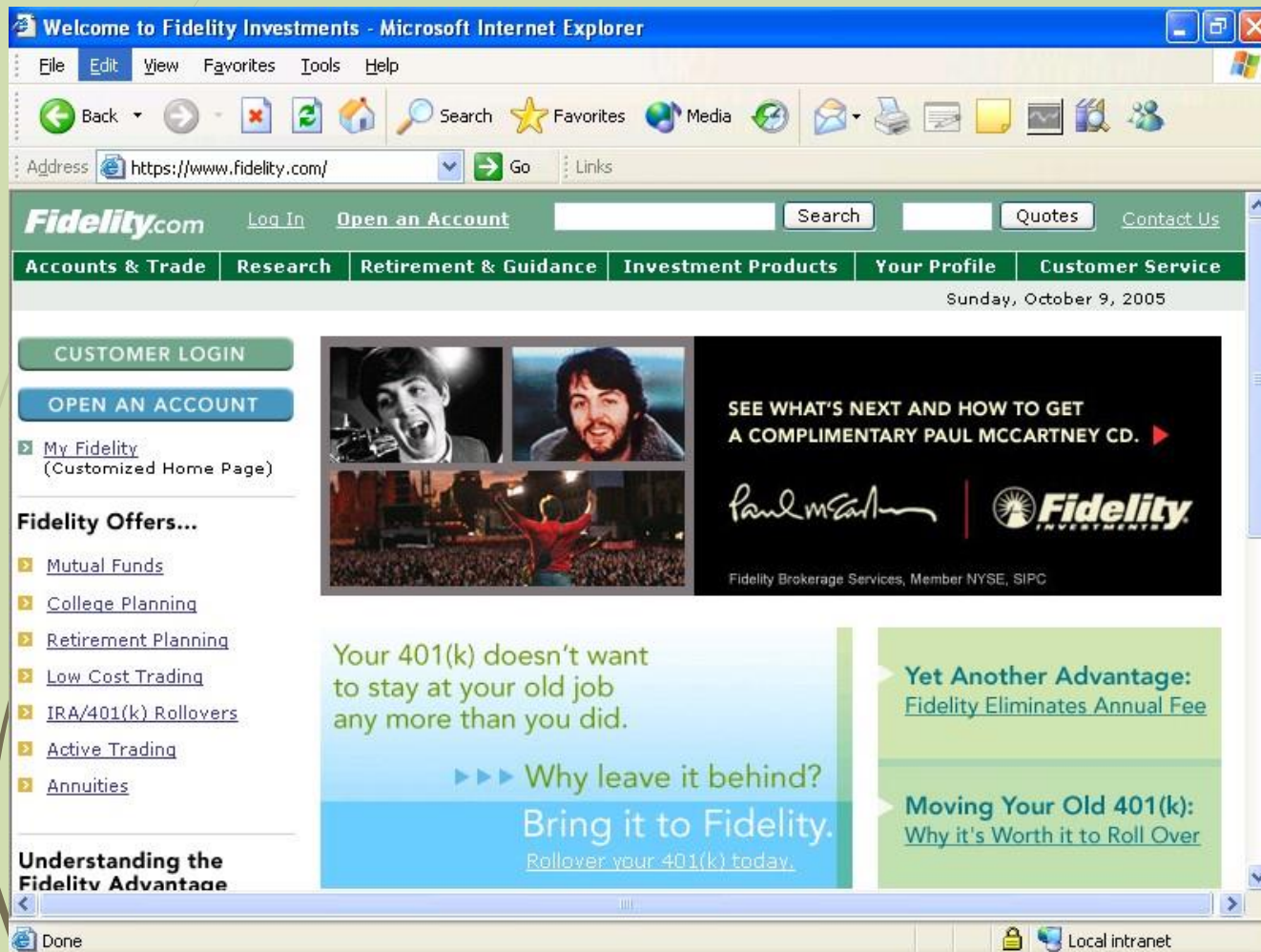
weblink

Self and Self-Image

- Consumers have a variety of enduring images of themselves

- These images are associated with personality in that individuals consumption relates to self-image

This product appeals to a man's self-image.

The Marketing Concept

Issues Related to Self and Self-Image

- One or multiple selves
- Makeup of the self-image
- Extended self
- Altering the self-image

- A single consumer will act differently in different situations or with different people
- We have a variety of social roles
- Marketers can target products to a particular "self"

The Marketing Concept

➡️ *Issues Related to Self and Self-Image*

- **One or multiple selves**
- **Makeup of the self - image**
- **Extended self**
- **Altering the self-image**

- **Contains traits, skills, habits, possessions, relationships and way of behavior**
- **Developed through background, experience, and interaction with others**
- **Consumers select products congruent with this image**

Different Self-Images

Actual Self-Image

Ideal Self-Image

Ideal Social Self-Image

Social Self-Image

Expected Self-Image

The Marketing Concept

➡ *Issues Related to Self and Self-Image*

- **One or multiple selves**
- **Makeup of the self-image**
- **Extended self**
- **Altering the self-image**

- **Possessions can extend self in a number of ways:**
  – **Actually**
  – **Symbolically**
  – **Conferring status or rank**
  – **Bestowing feelings of immortality**
  – **Endowing with magical powers**

The Marketing Concept

➡ *Issues Related to Self and Self-Image*

- **One or multiple selves**
- **Makeup of the self-image**
- **Extended self**
- **Altering the self - image**

- **Consumers use self-altering products to express individualism by**
  - **Creating new self**
  - **Maintaining the existing self**
  - **Extending the self**
  - **Conforming**