

C/ DETAILED GUIDELINE

I. Introduction

Write a brief introduction about yourself and assignment.

Example:

The fashion industry requires understanding brand-consumer insights to quickly provide products. Understanding personal values, motivations, and needs through personality tests helps refine assessments and better understand consumption behavior.

II. Values

Based on the value list in week 2 slides (personal values, LOV), choose at least 2 values that suit you.

Define the values chosen (meaning) and explain why you fit them.

Example:

Theoretical attitude is the ideal type, focused on learning and organizing knowledge, with a unique focus on objectifying, identifying, differentiating, generalizing, rationalizing, and systematizing information ([Morgado 1995](#)).

I prioritize fabric quality in my purchasing decisions. Living in a tropical area like Ho Chi Minh City, I prefer breathable clothing made of natural fibers like cotton or linen. I value durability and longevity in my purchases, which allows me to save money and be environmentally conscious.

III. Motivations

Based on the motivation list in week 2 slides, choose at least 2 motivations that suit you.

Define the motivations chosen (meaning) and explain why you fit them.

Example:

Motivation is a cause for specific behavior and can be primary, secondary, rational, emotional, conscious, or dormant. Rational motives are based on logic or evaluation of a person's current position (Sethna & Blythe 2019).

Due to financial constraints and environmental concerns, I only shop when necessary, focusing on cost and quality. For example, when purchasing a new shirt, I consider its wearability in various situations and climates.

IV. Brands meets my needs

Based on your values, motivations and needs, identify a brand that is suitable for you. Explain why, briefly introduce the brand and what products or campaigns it has that suit yourself.

Example:

Christian Dior's Spring 2021 Haute Couture campaign, "Le Château du Tarot," draws inspiration from tarot deck cards, blending dreams and spirituality with reality. The campaign uses textiles, techniques, and embroideries (Goldberg and Lazé 2021).

The Death card encourages humans to lose outer layers and reconnect with themselves, symbolizing the end of a life or ego, and moving forward. It signifies the end of a chapter and the beginning of a new one (Goldberg and Lazé 2021).

Hence, this card has met my self-actualization needs as it symbolized my new self with confidence and hard work towards my aim instead of the awareness of making mistakes in the past.

V. My key props

Choose 1-2 items belonging to you that can express your personality, explain why you always bring it with you, is it a childhood item or everyday item...

Example:

During the pandemic, face masks became a common accessory, reducing the consumption of traditional makeup. To avoid discomfort and smudging caused by lipstick, I opted for Clarins Lip Oil, which provides color and convenience without the need for precise lip makeup application. Functionality is essential to me, as indicated by my preference for convenient items. My MBTI test results show that I lean more towards thinking (54%) than feeling traits.

VI. Personality test

Do the 16personalities test, analyze the result, compare to see if the result reflects your personality.

Optional: compare your personality traits with your shopping behavior

Example:

The MBTI test results indicate an Architect INTJ-T personality type, reflecting the author's own strengths. They prioritize functionality and effectiveness over hedonism, and believe self-motivation and creativity are crucial for success. The independent personality of an Architect demonstrates these qualities, as no one can lead them to success alone.

Personality traits	Shopping behavior
51% Observant (Sensing) – Those with the Observant personality are more interested in observable facts and simple consequences. They prefer not to add too much judgment on what they observe.	Although I spend a great deal of time considering before making a purchase, I am not overly picky and am pretty flexible in my product selection.

VII. Brand campaign appeals my personalities

Based on your personality, identify a campaign that suits you, introduce the campaign, why it suits you, what makes you feel connected.

Example:

Cartier launched its Clash de Cartier collection in June 2022, featuring Lily Collins in a campaign that contrasts rebellious leather with classic styles. The collection is bold, delicate, masculine, feminine, sharp, and gentle, with Cartier claiming it's neo-classical, singular, unisex, and whimsical, contrasting with the brand's traditional style.

I resonate with this campaign because my personality test result indicates adaptability and versatility. Depending on the situation, I can have different selves, adjusting my dress, behavior, and speech accordingly. While it can be tiring at times, I feel fortunate to be able to quickly adapt and improvise to suit any circumstance.

D/ TIPS

- Think simple, discover yourself through your behavior and personality.
- Try to connect your purchasing behavior to the values and motivations.
- If you struggle to find a brand or campaign that suits you, adjust your personality (fake it till you make it :))))).

F/ FOOD FOR HUNGRY THOUGHTS

Morgado AM (1995) 'Personal Values and Dress: The Spranger, Hartmann, AVL Paradigm in Research and Pedagogy', *Clothing and Textiles Research Journal*, 1 March 1995, 13(2) : 139-148, doi: 10.1177/0887302X9501300209, accessed 19 July 2022.

<<https://journals-sagepub-com.ezproxy.lib.rmit.edu.au/doi/abs/10.1177/0887302X9501300209>>

Sethna Z and Blythe J (2019) *Consumer Behaviour*, 4th edn, SAGE Publications Ltd, California.