

## CHAPTER 5

### Personality and Consumer Behavior

#### **LEARNING OBJECTIVES**

After studying this chapter students should be able to:

1. Define personality.
2. Describe the nature and development of personality.
3. Outline Freudian personality theory and the corresponding stages of development.
4. Discuss neo-Freudian personality theory and trait theory.
5. Discuss the relationship of personality and consumer diversity.
6. Enumerate cognitive personality factors, consumption, and possession traits.
7. Trace the shift from consumer materialism to compulsive consumption.
8. Explain consumer ethnocentrism.
9. Describe the elements of brand personality.
10. Discuss the concepts of self and self-image.
11. Identify the four forms of self-image plus two other versions of self-image.
12. Describe virtual personality or self.

#### **SUMMARY**

*Personality* can be described as the psychological characteristics that both determine and reflect how a person responds to his or her environment. Although personality tends to be consistent and enduring, it may change abruptly in response to major life events, as well as gradually over time.

Three theories of personality are prominent in the study of consumer behavior: psychoanalytic theory, neo-Freudian theory, and trait theory. Freud's psychoanalytic theory provides the foundation for the study of motivational research, which operates on the premise that human drives are largely unconscious in nature and serve to motivate many consumer actions. Neo-Freudian theory tends to emphasize the fundamental role of social relationships in the formation and development of personality. Alfred Adler viewed human beings as seeking to overcome feelings of inferiority. Harry Stack Sullivan believed that people attempt to establish significant and rewarding relationships with others. Karen Horney saw individuals as trying to overcome feelings of anxiety and categorized them as compliant, aggressive, or detached.

Trait theory is a major departure from the qualitative or subjective approach to personality measurement. It postulates that individuals possess innate psychological traits (e.g., innovativeness, novelty seeking, need for cognition, materialism) to a greater or lesser degree, and that these traits can be measured by specially designed scales or inventories. Because they are simple to use and to score and can be self-administered, personality inventories are the preferred method for many researchers in the assessment of consumer personality. Product and brand personalities represent real opportunities for marketers to take advantage of consumers' connections to various brands they offer. Brands often have personalities—some include “human-

like” traits and even gender. These brand personalities help shape consumer responses, preferences, and loyalties.

Each individual has a perceived self-image (or multiple self-images) as a certain kind of person with certain traits, habits, possessions, relationships, and ways of behaving. Consumers frequently attempt to preserve, enhance, alter, or extend their self-images by purchasing products or services and shopping at stores believed to be consistent with the relevant self-image and by avoiding products and stores that are not. With the growth of the Internet, there appear to be emerging virtual selves or virtual personalities. Consumer experiences with chat rooms sometimes provide an opportunity to explore new or alternative identities.

## **CHAPTER OUTLINE**

### **INTRODUCTION**

1. Marketers have long tried to appeal to consumers in terms of their personality characteristics.
  - a) Marketers have intuitively felt that what consumers purchase, and when and how they consume, are likely to be influenced by personality factors.
2. Advertising and marketing people have frequently depicted or targeted specific consumer personalities in their advertising messages.

### **WHAT IS PERSONALITY?**

1. **Personality** is defined as those inner psychological characteristics that both determine and reflect how a person responds to his or her environment.
2. The emphasis in this definition is on *inner characteristics*—those specific qualities, attributes, traits, factors, and mannerisms that distinguish one individual from other individuals.
3. The identification of specific personality characteristics associated with consumer behavior has proven to be highly useful in the development of a firm’s market segmentation strategies.

**\*\*\*\*\*Use Key Term personality Here; Use Learning Objective #1 Here; Use Discussion Question #1 Here\*\*\*\*\***

### **The Nature of Personality**

1. In the study of personality, three distinct properties are of central importance:
  - a) Personality reflects individual differences.
  - b) Personality is consistent and enduring.
  - c) Personality can change.

**\*\*\*\*\*Use Learning Objective #1 Here\*\*\*\*\***

### Personality Reflects Individual Differences

1. An individual's personality is a unique combination of factors; no two individuals are exactly alike.
2. Personality is a useful concept because it enables us to categorize consumers into different groups on the basis of a single trait or a few traits.

\*\*\*\*\*Use Learning Objective #2 Here; Use Discussion Question #1 Here\*\*\*\*\*

### Personality is Consistent and Enduring

1. Marketers learn which personality characteristics influence specific consumer responses and attempt to appeal to relevant traits inherent in their target group of consumers.
2. Even though an individual's personality may be consistent, consumption behavior often varies considerably because of psychological, sociocultural, and environmental factors that affect behavior.

\*\*\*\*\*Use Learning Objective #2 Here; Use Discussion Question #1 Here\*\*\*\*\*

### Personality can Change

1. An individual's personality may be altered by major life events, such as the birth of a child, the death of a loved one, a divorce, or a major career change.
2. An individual's personality also changes as part of a gradual maturing process.
  - a) Personality stereotypes may also change over time.
  - b) There is a prediction, for example, that a *personality convergence* is occurring between men and women.

\*\*\*\*\*Use Learning Objective #2 Here; Use Discussion Question #1 Here; Use Exercise #1 Here\*\*\*\*\*

## THEORIES OF PERSONALITY

1. There are three major theories of personality discussed in the chapter. They are:
  - a) *Freudian theory*.
  - b) *Neo-Freudian personality theory*.
  - c) *Trait theory*.

\*\*\*\*\*Use Key Terms Freudian theory, neo-Freudian personality theory, and trait theory Here; Use Discussion Question #2 Here\*\*\*\*\*

## **Freudian Theory**

1. Sigmund Freud's *psychoanalytic theory of personality* is the cornerstone of modern psychology.
2. This theory was built on the premise that *unconscious needs* or *drives*, especially biological and sexual drives, are at the heart of human motivation and personality.

**\*\*\*\*\*Use Key Term *psychoanalytic theory of personality* Here; Use Learning Objective #3 Here\*\*\*\*\***

### **Id, Superego, and Ego**

1. The *Id* is the “warehouse” of primitive and impulsive drives, such as: thirst, hunger, and sex, for which the individual seeks immediate satisfaction without concern for the specific means of that satisfaction.
2. *Superego* is the individual's internal expression of society's moral and ethical codes of conduct.
  - a) The superego's role is to see that the individual satisfies needs in a socially acceptable fashion.
  - b) The superego is a kind of “brake” that restrains or inhibits the impulsive forces of the id.
3. *Ego* is the individual's conscious control which functions as an internal monitor that attempts to balance the impulsive demands of the id and the sociocultural constraints of the superego.
4. Freud emphasized that an individual's personality is formed as he or she passes through a number of distinct stages of infant and childhood development.
5. These distinct stages of infant and childhood development are: oral, anal, phallic, latent, and genital stages.
6. An adult's personality is determined by how well he or she deals with the crises that are experienced while passing through each of these stages.

**\*\*\*\*\*Use Learning Objective #3 Here; Use Figure 5-1 and 5-2 Here\*\*\*\*\***

### **Freudian Theory and Product Personality**

1. Those stressing Freud's theories see that human drives are largely *unconscious*, and that consumers are primarily unaware of their true reasons for buying what they buy.
2. These researchers focus on consumer purchases and/or consumption situations, treating them as an extension of the consumer's personality.

**\*\*\*\*\*Use Learning Objective #3 Here; Use Discussion Question #2 Here; Use Table 5-1 Here; Use Exercise #2 Here\*\*\*\*\***

## **Neo-Freudian Personality Theory**

1. Several of Freud's colleagues disagreed with his contention that personality is primarily instinctual and sexual in nature.
  - a) They argued that *social relations* are fundamental to personality development.
2. Alfred Adler viewed human beings as seeking to attain various rational goals, which he called *style of life*, placing emphasis on the individual's efforts to overcome *feelings of inferiority*.
3. Harry Stack Sullivan stressed that people continuously attempt to establish significant and rewarding relationships with others, placing emphasis on efforts to reduce tensions.
4. Karen Horney focused on the impact of child-parent relationships, especially the individual's desire to conquer feelings of *anxiety*. She proposed three personality groups: compliant, aggressive, and detached.
  - a) *Compliant individuals* are those who move toward others—they desire to be loved, wanted, and appreciated.
  - b) *Aggressive individuals* move against others—they desire to excel and win admiration.
  - c) *Detached individuals* move away from others—they desire independence, self-sufficiency, and freedom from obligations.
5. A personality test based on the above (the CAD) has been developed and tested.
  - a) It reveals a number of tentative relationships between scores and product and brand usage patterns.
6. It is likely that many marketers have used some of these neo-Freudian theories intuitively.

**\*\*\*\*\*Use Learning Objective #4 Here; Use Discussion Question #2 Here; Use Figure 5-3 Here\*\*\*\*\***

## **Trait Theory**

1. Trait theory is a significant departure from the earlier *qualitative* measures that are typical of Freudian and neo-Freudian theory.
2. It is primarily quantitative or empirical, focusing on the measurement of personality in terms of specific psychological characteristics called *traits*.
  - a) A *trait* is defined as any distinguishing, relatively enduring way in which one individual differs from another.
3. Selected *single-trait personality* tests increasingly are being developed specifically for use in consumer behavior studies. Types of traits measured include:
  - a) ***Consumer innovativeness***—how receptive a person is to new experiences.
  - b) ***Consumer materialism***—the degree of the consumer's attachment to “worldly possessions.”
  - c) ***Consumer ethnocentrism***—the consumer's likelihood to accept or reject foreign-made products.
4. Researchers have learned to expect personality to be linked to how consumers *make their choices*, and to the purchase or consumption of a *broad product category* rather than a specific brand.

\*\*\*\*\*Use Key Terms consumer innovativeness, consumer materialism, and consumer ethnocentrism Here; Use Learning Objective #4 Here; Use Discussion Question #2 and #3 Here\*\*\*\*\*

## PERSONALITY AND UNDERSTANDING CONSUMER DIVERSITY

1. Marketers are interested in understanding how personality influences consumption behavior because such knowledge enables them to better understand consumers and to segment and target those consumers who are likely to respond positively to their product or service communications.

\*\*\*\*\*Use Learning Objective #5 Here\*\*\*\*\*

### Consumer Innovativeness and Related Personality Traits

1. Marketing practitioners must learn all they can about **consumer innovators**—those who are likely to try new products. Those innovators are often crucial to the success of new products.
2. Personality traits have proved useful in differentiating between consumer innovators and noninnovators.
3. Personality traits to be discussed include:
  - a) Consumer innovativeness.
  - b) Dogmatism.
  - c) Social character.
  - d) Need for uniqueness.
  - e) Optimum stimulation level.
  - f) Variety-novelty seeking.

\*\*\*\*\*Use Key Term consumer innovators Here; Use Discussion Question #3 Here\*\*\*\*\*

### Consumer Innovativeness

1. How receptive are consumers to new products, new services, or new practices?
2. Recent consumer research indicates a positive relationship between innovative use of the Internet and buying online.

\*\*\*\*\*Use Table 5-2 Here; Use Exercise #3 Here\*\*\*\*\*

### Dogmatism

1. **Dogmatism** is a personality trait that measures the degree of rigidity an individual displays toward the unfamiliar and toward information that is contrary to their established beliefs.
  - a) Consumers low in dogmatism are more likely to prefer innovative products to established ones.

- b) Consumers high in dogmatism are more accepting of authority-based ads for new products.

\*\*\*\*\*Use Key Term **dogmatism** Here; Use Figure 5-4 Here\*\*\*\*\*

### Social Character

1. Social character is a personality trait that ranges on a continuum from inner-directed to other-directed.
  - a) **Inner-directed** consumers tend to rely on their own “inner” values or standards in evaluating new products and are innovators. They also prefer ads stressing product features and personal benefits.
  - b) **Other-directed** consumers tend to look to others for direction and are not innovators. They prefer ads that feature social environment and social acceptance.

\*\*\*\*\*Use Key Terms **inner-directedness** and **other-directedness** Here; Use Discussion Question #4 Here\*\*\*\*\*

### Need for Uniqueness

1. We all know people who seek to be unique.
2. These people avoid conformity.

\*\*\*\*\*Use Table 5-3 Here\*\*\*\*\*

### Optimum Stimulation Level

1. Some people prefer a simple, uncluttered, and calm existence, although others seem to prefer an environment crammed with novel, complex, and unusual experiences.
2. Persons with **optimum stimulation levels (OSLs)** are willing to take risks, to try new products, to be innovative, to seek purchase-related information, and to accept new retail facilities.
3. The correspondence between an individual’s OSL and their actual circumstances has a direct relationship to the amount of stimulation individual’s desire.
  - a) If the two are equivalent, they tend to be satisfied.
  - b) If bored, they are understimulated, and vice versa.

\*\*\*\*\*Use Key Term **optimum stimulation levels** Here\*\*\*\*\*

### Variety-Novelty Seeking

1. This is similar to OSL.
  - a) Primary types are **variety** or **novelty seeking**.
2. There appear to be many different types of variety seeking: *exploratory purchase behavior* (e.g., switching brands to experience new and possibly better alternatives), *vicarious exploration* (e.g., where the consumer secures information about a new or different alternative

and then contemplates or even daydreams about the option), and *use innovativeness* (e.g., where the consumer uses an already adopted product in a new or novel way).

- a) The third form of variety or novelty seeking—use innovativeness—is particularly relevant to technological.
3. Consumers with high variety seeking scores might also be attracted to brands that claim to have novel or multiple uses or applications.
4. Marketers, up to a point, benefit from thinking in terms of offering additional options to consumers seeking more product variety.
  - a) Ultimately, marketers must walk the fine line between offering consumers too little and too much choice.
5. The stream of research examined here indicates that the consumer innovator differs from the non-innovator in terms of personality orientation.

**\*\*\*\*\*Use Key Terms variety seeking and novelty seeking Here; Use Learning Objective #5 Here; Use Discussion Question #3 Here; Use Exercise #1 (if not previously used) Here\*\*\*\*\***

### **Cognitive Personality Factors**

1. Market researchers want to understand how *cognitive personality* influences consumer behavior.
2. Two cognitive personality traits have been useful in understanding selected aspects of consumer behavior. They are:
  - a) *Need for cognition.*
  - b) *Visualizers versus verbalizers.*

**\*\*\*\*\*Use Key Terms cognitive personality, need for cognition, and visualizers versus verbalizers Here; Use Discussion Question #5 Here\*\*\*\*\***

### **Need for Cognition**

1. This is the measurement of a person's craving for or enjoyment of *thinking*.
2. Consumers who are *high* in NC (need for cognition) are more likely to be responsive to the part of an advertisement that is rich in product-related information of description.
  - a) They are also more responsive to cool colors.
3. Consumers who are relatively *low* in NC are more likely to be attracted to the background or peripheral aspects of an ad.
  - a) They spend more time on print content and have much stronger brand recall.
4. Need for cognition seems to play a role in an individual's use of the Internet.

**\*\*\*\*\*Use Discussion Question #5 Here\*\*\*\*\***

### **Visualizers versus Verbalizers**

1. *Visualizers* are consumers who prefer visual information and products that stress the visual.



2. *Verbalizers* are consumers who prefer written or verbal information and products that stress the verbal.
3. This distinction helps marketers know whether to stress visual or written elements in their ads.

\*\*\*\*\*Use Learning Objective #5 and #6 Here; Use Discussion Question #5 Here; Use Exercise #1 (if not previously used) Here; Use Figure 5-5 and 5-6 Here\*\*\*\*\*

## **From Consumer Materialism to Compulsive Consumption**

### **Consumer Materialism**

1. *Materialism* is a trait of people who feel their possessions are essential to their identity.
2. They value acquiring and showing off possessions, they are self-centered and selfish, they seek lifestyles full of possessions, and their possessions do not give them greater happiness.

\*\*\*\*\*Use Learning Objective #7 Here; Use Exercise #3 Here; Use Table 5-4 Here\*\*\*\*\*

### **Fixated Consumption Behavior**

1. Somewhere between being materialistic and being compulsive is being *fixated* with regard to consuming or possessing.
2. Like materialism, *fixated consumption behavior* is in the realm of normal and socially acceptable behavior.
3. Fixated consumers' characteristics:
  - a) A deep (possibly: "passionate") interest in a particular object or product category.
  - b) A willingness to go to considerable lengths to secure additional examples of the object or product category of interest.
  - c) The dedication of a considerable amount of discretionary time and money to searching out the object or product.
4. This profile of the fixated consumer describes many collectors or hobbyists (e.g., coin, stamp, antique collectors, vintage wristwatch, or fountain pen collectors).

\*\*\*\*\*Use Learning Objective #7 Here\*\*\*\*\*

### **Compulsive Consumption Behavior**

1. ***Compulsive consumption*** is in the realm of abnormal behavior.
2. Consumers who are compulsive have an addiction; in some respects, they are out of control, and their actions may have damaging consequences to them and those around them.

\*\*\*\*\*Use Key Term compulsive consumption Here; Use Learning Objective #5, #6, and #7 Here; Use Table 5-5 Here\*\*\*\*\*

### **Consumer Ethnocentrism: Responses to Foreign-Made Products**

1. To identify consumer segments receptive to foreign-made products, researchers have developed and tested the *consumer ethnocentrism* scale—CETSCALE.
  - a) CETSCALE results identify consumers with a predisposition to reject or accept foreign-made products.
2. Consumers who are highly ethnocentric feel that it is wrong to purchase foreign-made products because it would hurt the domestic economy.
  - a) Non-ethnocentric consumers tend to evaluate foreign-made products more objectively.
3. Marketers can appeal to ethnocentric consumers by stressing nationalistic themes in their promotional efforts.

\*\*\*\*\*Use Learning Objectives #5 and #8 Here; Use Discussion Question #6 Here; Use Table 5-6 and 5-7 Here\*\*\*\*\*

### **BRAND PERSONALITY**

1. It appears that consumers tend to ascribe various descriptive “personality-like” traits or characteristics—the ingredients of *brand personalities*—to different brands in a wide variety of product categories.
2. A brand’s personality can either be functional (“provides safety”) or symbolic (“the athlete in all of us”).

\*\*\*\*\*Use Learning Objective #9 Here\*\*\*\*\*

### **Brand Personification**

1. A ***brand personification*** recasts consumers’ perception of the attributes of a product or service into the form of a “human-like character.”
2. It seems that consumers can express their inner feelings about products or brands in terms of association with a known personality.
3. Identifying consumers’ current brand-personality link or creating one for new products are important marketing tasks.
4. There are five defining *dimensions* of a brand’s personality (“sincerity,” “excitement,” “competence,” “sophistication,” and “ruggedness”), and fifteen *facets* of personality that flow out of the five dimensions (e.g., “down-to-earth,” “daring,” “reliable,” “upper class,” and “outdoors”).

\*\*\*\*\*Use Key Term brand personification Here; Use Learning Objective #9 Here; Use Exercise #2 (if not previously used) Here; Use Table 5-7 Here\*\*\*\*\*

### **Product Personality and Gender**

1. A product personality or persona, frequently means that the product or brand has a “gender.”
2. This assigning of a gender as part of personality description is fully consistent with the marketplace reality that products and services, in general, are viewed by consumers as having a “gender-being.”
3. Armed with such knowledge of the perceived gender of a product or a specific brand, marketers are in a better position to select visual and copy-text for various marketing messages.

**\*\*\*\*\*Use Learning Objective #9 Here\*\*\*\*\***

### **Product Personality and Geography**

1. Marketers learned along time ago that certain products, in the minds of consumers, possess a strong geographical association.
2. Using the geographical association can create a geographic equity.
3. The real question is, “Does location (geography) add to the brand image and to the product’s brand equity?”

**\*\*\*\*\*Use Learning Objective #9 Here; Use Table 5-8 Here\*\*\*\*\***

### **Personality and Color**

1. Consumers also tend to associate personality factors with specific colors.
  - a) In some cases, various products, even brands, associate a specific color with personality-like connotations.
  - b) It appears that blue appeals particularly to female consumers.
  - c) Yellow is associated with “novelty,” and black frequently connotes “sophistication.”
  - d) For this reason, brands wishing to create a sophisticated persona (e.g., Minute Maid juices or Pasta LaBella) or an upscale or premium image (e.g., Miller Beers’ Miller Reserve) use labeling or packaging that is primarily black.
2. Many fast-food restaurants use combinations of bright colors, like red, yellow, and blue, for their roadside signs and interior designs.
  - a) These colors have come to be associated with fast service and food being inexpensive.
3. In contrast, fine dining restaurants tend to use sophisticated colors like gray, white, shades of tan, or other soft, pale, or muted colors to reflect fine leisurely service.
4. Consumers’ like or dislike for various colors can differ between countries.

**\*\*\*\*\*Use Learning Objective #9 Here; Use Table 5-9 and 5-10 Here\*\*\*\*\***

## SELF AND SELF-IMAGE

1. Self-images, or “perceptions of self,” are very closely associated with personality in that individuals tend to buy products and services and patronize retailers with images or “personalities” that closely correspond to their own self-images.
2. Such concepts as one or multiple selves, self-image, and the notion of the *extended self* is explored by consumer behavior researchers.

\*\*\*\*\*Use Key Term *extended self* Here; Use Learning Objective #10 Here\*\*\*\*\*

### One or Multiple Selves

1. Historically, individuals were thought to have a single self-image and focused on products accordingly.
  - a) Research indicates a consumer is quite likely to be or act differently with different people and in different situations.
2. The idea that an individual embodies a number of different *multiple selves* suggest that marketers should target their products and services to consumers within the context of a particular self.
3. The healthy or normal person is likely to display a somewhat different personality in various situations or social *roles*.

\*\*\*\*\*Use Key Terms *multiple selves* and *roles* Here; Use Learning Objective #10 Here\*\*\*\*\*

### The Makeup of the Self-Image

1. A person has a self-image of him/herself as a certain kind of person.
  - a) The individual’s self-image is unique, the outgrowth of that person’s background and experience.
2. Products and brands have symbolic value for individuals, who evaluate them on the basis of their consistency with their personal pictures or images of themselves.
3. Products seem to match one or more of individual’s self images; other products seem totally alien.
4. Four aspects of self-image are:
  - a) *Actual self-image*—how consumers see themselves.
  - b) *Ideal self-image*—how consumers would like to see themselves.
  - c) *Social self-image*—how consumers feel others see them.
  - d) *Ideal social self-image*—how consumers would like others to see them.
5. Some marketers have identified a fifth and sixth self-image.
  - a) *Expected self-image*—how consumers expect to see themselves at some specified future time.
  - b) *“Ought-to” self*—traits or characteristics that an individual believes it is his or her duty or obligation to possess.
  - c) In different contexts consumers might select different self-images to guide behavior.
6. The concept of self-image has strategic implications for marketers.

7. Marketers can segment their markets on the basis of relevant consumer self-images and then position their products or stores as symbols for such self-images.

**\*\*\*\*\*Use Key Terms actual self-image, ideal self-image, ideal social self-image, expected self-image, and “ought-to” self Here; Use Learning Objective #10 and #11 Here; Use Discussion Question #7 Here; Use Figure 5-8 and 5-9 Here\*\*\*\*\***

### **The Extended Self**

1. Consumers’ possessions can be seen to “confirm” or “extend” their self-images.
2. The above suggests that much of human emotion can be connected to valued possessions.
3. Possessions can extend the self in a number of ways:
  - a) *Actually*, by allowing the person to do things that otherwise would be very difficult or impossible to accomplish (e.g., problem-solving by using a computer).
  - b) *Symbolically*, by making the person feel better or “bigger” (e.g., receiving an employee award for excellence).
  - c) *By conferring status or rank* (e.g., status among collectors of rare works of art because of the ownership of a particular masterpiece).
  - d) *By bestowing feelings of immortality*, by leaving valued possessions to young family members (this also has the potential of extending the recipients’ “selves”).
  - e) *By endowing with magical powers* (e.g., a cameo pin inherited from one’s aunt might be perceived as a magic amulet bestowing good luck when it is worn).

**\*\*\*\*\*Use Learning Objective #10 Here; Use Table 5-11 Here\*\*\*\*\***

### **Altering the Self**

1. Consumers often wish to change themselves—to become a different or improved self.
2. It seems consumers are trying to express their individualism or uniqueness by creating and maintaining a new self.
3. Clothing, cosmetics, jewelry, grooming aids, and all kinds of accessories offer consumers the opportunity to modify their appearance and thereby to alter their selves.
4. Personal vanity and self-image are closely related.

**\*\*\*\*\*Use Learning Objective #10 Here; Use Table 5-12 Here; Use Figure 5-10 Here\*\*\*\*\***

## **VIRTUAL PERSONALITY OR SELF**

1. There has been a tremendous growth in the use of online chat rooms.
2. People who are visiting chat rooms are able to carry on real time conversations about themselves and topics of mutual interest with people from all over the globe.
  - a) The participants commonly never get to see each other.
  - b) This creates an opportunity for chat room participants to try out new identifies or to change their identities while online.

3. In terms of personality, one can change from mild-mannered to aggressive, or from introvert to extravert.
4. The notion of a *virtual personality* or *virtual self* provides an individual with the opportunity to try on different personalities or different identities, much like going to the mall and trying on different outfits in a department or specialty store.
5. If the identity fits, or the personality can be enhanced, maybe we keep the new personality in favor of our old personality.
6. The Internet is redefining human identity, creating an “online self.”

<p>*****<i>Use Key Terms virtual personality and virtual self Here; Use Learning Objective #12 Here</i>*****</p>
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