Personality

Personality is the supreme realization of the innate individuality of a particular living being

Personality

- Personality derives from the Latin word persona, which translates into English as “mask.”

- personality is defined as the consistent ways in which one person’s behavior differs from that of others, especially in social contexts.

Personality

- Is defined as those inner psychological characteristics that both determine and reflect how a person responds to his or her environment.

The Nature of Personality

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

Personality Reflects Individual Differences

- The individual's personality are a unique combination of factors, no two individuals are exactly alike.
- But many individuals tend to be similar in terms of a single personality characteristic.
- I find myself to be the first to speak even with strangers.

Personality is Consistent and Enduring

- Example mother commenting that the first child is smooth from the day he was born and the second child is stubborn from the day he was born.
- This means personality is stable

Marketing Implications of Stable Nature

- Due to stable nature it is unreasonable for marketers to attempt to change consumer's personalities to conform to certain products.
- At best, they may learn which personality characteristics influence specific consumer responses and attempt to appeal to relevant traits inherent in their target group of consumers

Personality can Change

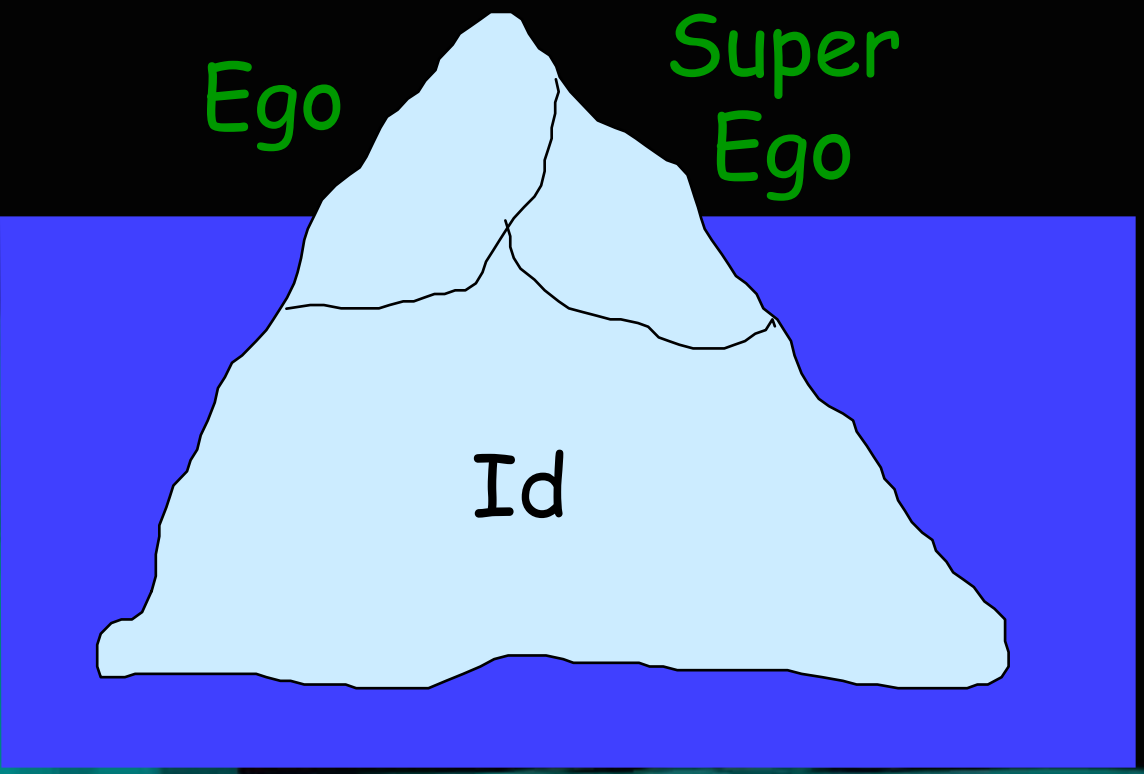
- Personality is only one of the combinations of factors that influence how a consumer behaves
- Individual’s personality may be altered by major life events
- May be altered due to gradual maturing process
- May be altered due to change in goals, reactions to group pressures and even due to availability of new brands

Theories of personality

- Freudian theory
- Neo-Freudian theory
- Trait theory

Id - energy constantly striving to satisfy basic drives
Pleasure Principle

Ego - seeks to gratify the Id in realistic ways
Reality Principle



Super Ego
- voice of conscience that focuses on how we *ought* to behave

Freudian theory

- Sigmund Freud’s Psychoanalytic theory of personality was built on the premise that unconscious needs or drives, are at the heart of human motivation and personality

Freudian theory

- Id
- Ego
- Superego

Freudian theory

- Freud, the father of psychoanalytic theory, proposed that every individual's personality is the product of a struggle among three interacting forces – id, ego and superego.

Freudian theory-Marketing Implications

- Mostly it is popular that freudian applications are restricted to
- Wish fulfillment, fantasy, aggression and escape from life’s pressures
- Different appeals are used to satisfy the three components of this theory

Freudian theory-Marketing Implications

- Fantasy appeal in many perfume ads, nike ad, levi's jeans ad is used.
- Escape from life's pressures examples of tours to Hawaii, Dubai, Kerala Tourism

Distinct Stages of Infant & Childhood development

- Oral (0-1yr)
- Anal (1-3yrs)
- Phallic (3-6yrs)
- Latency (6-12yrs)
- Genital (12-20yrs)

Neo-Freudian theory

- Social theory – Karen Horney stressed that personality is not just based on instinctual in nature but *social-relationships* are fundamental to the formation

Neo-Freudian theory
Social theory

- *Compliant Orientation:* those who move toward people and stress the need for love, approval, modesty and affection
- These individuals tend to exhibit large amounts of empathy and humility and are unselfish

Neo-Freudian theory
Social theory

- *Aggressive Orientation:* Those who move against people and stress the need for power, strength and the ability to manipulate others

Neo-Freudian theory
Social theory`

- *Detached orientation:* those who move away from people.
- These stress the need for independence, freedom and self-reliance in their dealings with others
- No strong emotional ties develop between themselves and others

Neo-Freudian theory
Social theory

- A CAD (Compliant, Aggressive, Detached) instrument was developed to measure people's interpersonal orientations within a consumer context

Neo-Freudian theory
Social theory

- *Compliant Orientation:* prefer known brands names and use more mouthwash and toilet soaps.
- *Aggressive Orientation:* more traditional items are used
- *Detached orientation:* appear to have least awareness of brands

Trait theory

- The concept of a trait is based upon three assumptions or propositions

1. Individuals possess relatively stable behavioral tendencies
2. People differ in the degree to which they posses these tendencies
3. When identified and measured these relative differences between individuals are useful in characterizing their personalities

Personality Traits

- Extraversion
- Agreeableness
- Conscientiousness
- Neuroticism
- Openness

Extraversion

- High scores
  - Fun-loving, sociable, affectionate, friendly
- Low scores
  - Reserved, timid, quiet

Agreeableness

- High scores
  - Forgiving, lenient, sympathetic, agreeable
- Low scores
  - Ruthless, uncooperative, suspicious, stingy

Conscientiousness

- High scores
  - Careful, organized, punctual, ambitious
- Low scores
  - Easygoing, prefer not to make plans

Neuroticism

- High scores
  - Worrisome, self-conscious, insecure, temperamental
- Low scores
  - Calm, cool, self-confident

Openness

- High scores
  - Imaginative, daring, original
- Low scores
  - Practical, narrow-minded

Traits theory and Marketing Implications

- This helps a marketer to better understand the link between the consumer choices and board product category than a specific brand

Traits theory and Marketing Implications

- This theory helps to understand whether a particular type of person contain with trait is more likely to purchase a medium size car rather than the brand of the medium size car

Measurement Scale

- I would rather stick to a brand I usually buy than something I am not very sure of.
- When I go to a restaurant, I feel it is safer to order dishes I am familiar with.
- If I like a brand, I rarely switch from it just to try something different.
- I enjoy taking chances in buying unfamiliar brands just to get some variety in my purchase
- when I see a new brand on the shelf, I'm not afraid of giving it a try.

Consumer Innovativeness and Related Personality Traits

- Personality traits that have proved useful in differentiating between consumer innovators and non innovators include
- Consumer innovativeness
- Dogmatism
- Social character
- Optimum stimulation level
- Variety-novelty seeking

Consumer Innovativeness

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

Dogmatism

- 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

Social Character

- In the context of consumer behavior, a personality that ranges on a continuum from inner-directed (reliance on one's own 'inner' values or standards) to other-directedness (reliance on others for direction)

Optimum Stimulation Level OSL

- 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

Variety-Novelty Seeking

- A personality trait which measures a consumer's degree of variety seeking
- Exploratory purchase behaviour (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)

Variety-Novelty Seeking

- Use innovativeness (e.g., where the consumer uses an already adopted product in a new or novel way)
- This is particularly relevant to technological products such as home electronic products where some models offer an abundance of features and functions, while others contain only a few essential features or functions

Cognitive Personality Factors

- Visualizers versus Verbalizers
- Need for cognition (NC) are both cognitive personality factors influence various aspects of consumer behavior.

Visualizers versus Verbalizers

- Visualizers are those who prefer visual information and products that stress the visual, such as membership in a videotape cassette club. Strong visual dimensions to attract visualizers
- Verbalizers are who prefer written or verbal information and products, such as membership in book clubs or audiotape club. Use of detailed description or point by point explanation to attract verbalizers

Need for cognition (NC)

- Which measures a person's craving for or enjoyment of thinking
- Research has shown that consumers who are high in NC are more likely to be responsive to the part of an ad that is rich in product-related information or description and unresponsive to the contextual or peripheral aspects of the ad, such as the presence of a celebrity endorser

Self Concept or Self Image

- How individuals would like to perceive themselves (as apposed to Actual Self-image – the way they do perceive themselves)

Topics Under Self Image

- One or multiple selves
- The makeup of the self-image
- The extended self
- Altering the self

One or Multiple Selves

- Historically, individual consumers have been thought to have a “a single self” and to be interested in products and services that satisfy that single self.
- However research indicates that it is more accurate to think of the consumer in terms of a multiple self or multiple selves

One or Multiple Selves

- For instance, a person is likely to behave differently at a museum opening, at school, at movie hall, at work, with parents, with friends, with wife and so on.
- This is seen by the marketer as use-related segmentation or positioning by usage occasion

Cadbury Drinking Chocolate Experiment

- Two usage positions

1. The relaxing way to end your day: the good night cup
2. Now is the time to sit back and put up your feet…… make this the happiest time of your day with Cadbury's Drinking Chocolate

Positioning by usage to Broaden Market

- Personal uses of Dettol antiseptic
- As mouthwash and gargle
- As dandruff shampoo
- When shaving
- For baby’s nappies

The Makeup of the Self-image

- Actual self-image (e.g., how consumers in fact see themselves)
- Ideal self-image (e.g., how consumers would like to see themselves)
- Social self-image (e.g., how consumers feel others see them)
- Ideal social self-image (e.g., how consumers would like others to see them)

Real and Idealized Selves

- *Ideal Self:*
  - A person's conception of how he or she would like to be
  - Partially molded by elements of a consumer's culture
- *Actual Self:*
  - A person's realistic appraisal of the qualities he or she does and does not possess
- Expected self-image (Fantasy: Bridging the Gap between the Selves:)
  - *Fantasy:* A self-induced shift in consciousness
  - *Fantasy appeals:* Marketing communications aimed at individuals with a large discrepancy between their real and ideal selves
  - All the video games come under this

Marketing Implication

- Self-image = every day household articles
- Social self-image = socially enhancing products like mobiles or cars

The Extended Self

- Many times consumers' possessions can be seen to "confirm" or "extend" their self-images
- Example: your pen gifted by grandfather and which you had been using since class ten is stolen. How do you feel?

The Extended Self

- Indeed, the loss of a prized possession may lead you to “grieve”
- To experience a variety of emotions such as frustration, loss of control
- The feeling of “violated,” even the loss of magical protection.
- So, this proves that much human emotion can be connected to valued possession

The Extended Self

- Possessions can be extend the self in a number of ways

1. Actually, Allowing the person to do things that otherwise would be very difficult or impossible to accomplish (problem-solving with using a computer)

The Extended Self

- Symbolically, by making the person feel better or bigger (receiving an employee award for excellence or appreciation)
- By conferring status or rank (status among collectors of rare works of art because of the ownership of a particular masterpiece or getting the latest mobile)

The Extended Self

- By bestowing feelings of immortality, by leaving valued possessions to young family members
- By endowing with magical powers (fathers watch used by son bestowing good luck when it is worn)

Altering the Self

- Sometimes consumers wish to change themselves to become a different or “improved” self.
- In using “self-altering products,” consumers are frequently attempting to express their individualism or uniqueness by creating a new self, maintaining the existing self (or preventing the loss of self), and extending the self (modifying or changing the self)