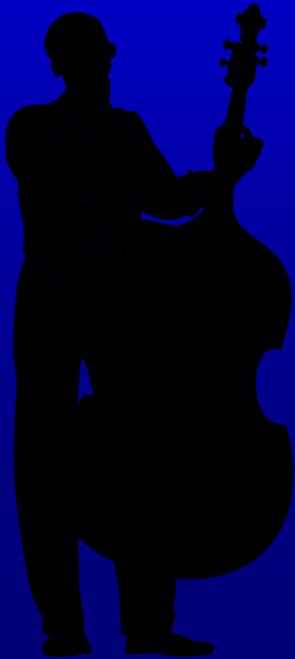




PERSONALITY, LIFESTYLE, & SELF- CONCEPT





Definitions



- ✧ Personality: A person's unique psychological structure resulting in rather consistent patterns of response.
- ✧ Self-concept: Involves the attitudes and perceptions one has toward him/herself.
- ✧ Lifestyle: Patterns in which people live, spend time and money.

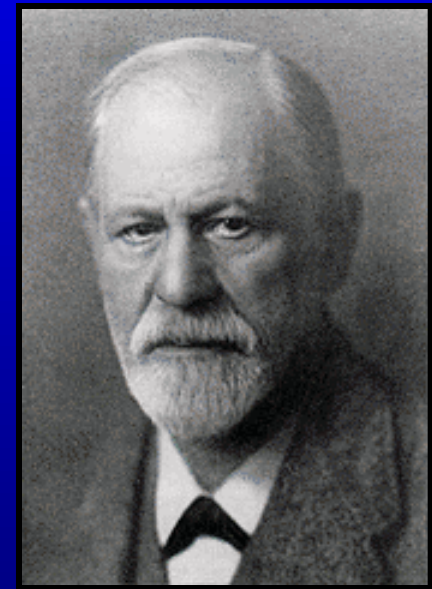


Personality Theories

- ✧ Psychoanalytic
- ✧ Social Psychological
- ✧ Trait-Factor

Psychoanalytic Theory

- ✧ According to this theory, popularly linked with Freud, behavior is the result of subconscious motives.
- ✧ Motives are heavily linked with sex and death, starting life and ending life.
- ✧ Personality is shaped by the id, ego, and superego.



(1856-1939)

Keys Forces in Psychoanalytic Theory

One's personality is determined by the unique chemistry of these forces and particularly by the one force which dominates the other two.

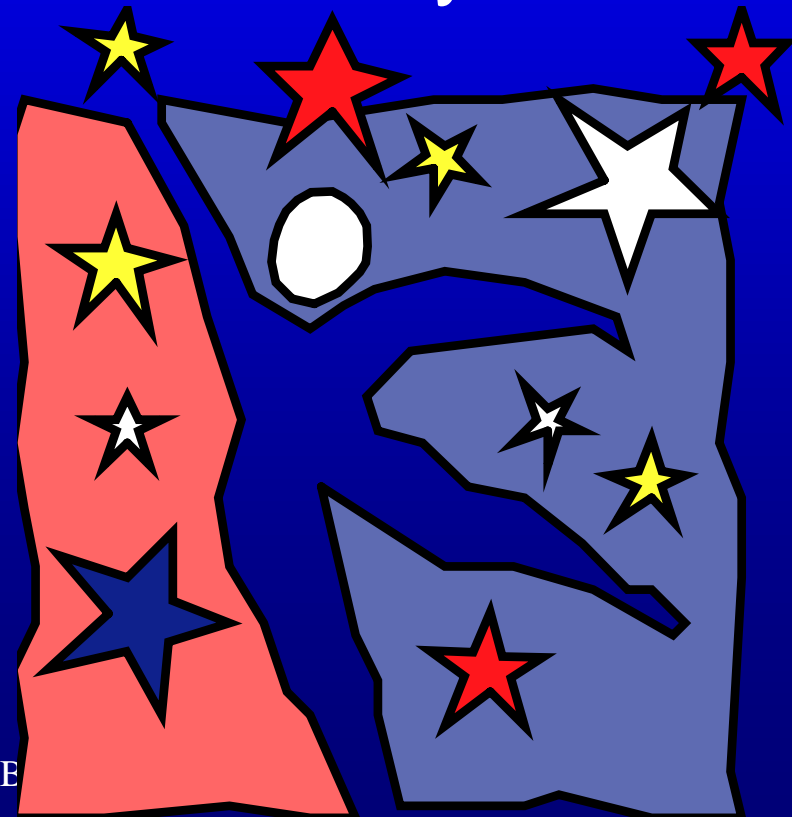
ID:
the passions that demand immediate satisfaction

SUPEREGO:
the moral & ethical motivations

EGO:
the rational force that mediates between the id & superego

Psychoanalytic Theory (con't)

- ✧ If one's personality is controlled by subconscious forces then it can only be studied indirectly.
- ✧ Great use is made of projective techniques: ink blots, dreams, ambiguous pictures.



Example of Projective Technique

*What
is
happening
in this
picture?*



Marketing Implications



- ✧ Many thought the theory was unscientific at the time and it is even more out-of-date now.
- ✧ It was developed from working with a few disturbed people, not lots of “normal” people.
- ✧ But, consumers do appear to buy products for more than just functional reasons (e.g., symbolic).
- ✧ They may not always be willing or able to candidly express their reasons for buying.

Marketing Use of Projective Technique

Why do you buy presweetened cereals?



What do you think this lady is saying?



Social Psychological Theory



- ✧ In this theory, the environment & social variables shape one's personality.
- ✧ The child is viewed as developing a personality by trying to deal with social anxiety (insecurity) and other people in society.
- ✧ People are classified based on social characteristics, e.g., extroverted vs. introverted, other-directed vs. inner-directed, loners vs. a people-person.

Social Psychological Theory

(con't)

- ✧ Example of social psychological personality types:
 - ☞ **compliant** - moves towards people,
 - ☞ **aggressive** - moves against people,
 - ☞ **detached** - moves away from people
- ✧ Compliant prefer name brands; detached are less brand loyal and like trying different brands.
- ✧ Products should be promoted with social appeals such as the desire for affection, superiority, or to escape loneliness.



Trait-Factor Theory



- ✧ This theory focuses on internal characteristics people have that are probably determined by genetics.
- ✧ Thus, biological factors determine personality rather than social forces or life experiences.
- ✧ Although there may be hundreds of traits, they can be grouped into 5 factors.



The Five Factor Model



- ✧ **Openness** / closedness - appreciation for art, adventure, variety, unusual ideas, imaginative, and curious.
- ✧ **Conscientiousness** / lack of direction - a tendency to show self-discipline, act dutifully, and aim for achievement.
- ✧ **Extraversion** / introversion – seek stimulation outside the self, enthusiastic, assertive, and gregarious.
- ✧ **Agreeableness** / antagonism - compassionate and cooperative rather than suspicious and antagonistic.
- ✧ **Neuroticism** / emotional stability –easily experience unpleasant emotions such as anger, anxiety, and depression rather than being calm and even tempered most of the time.

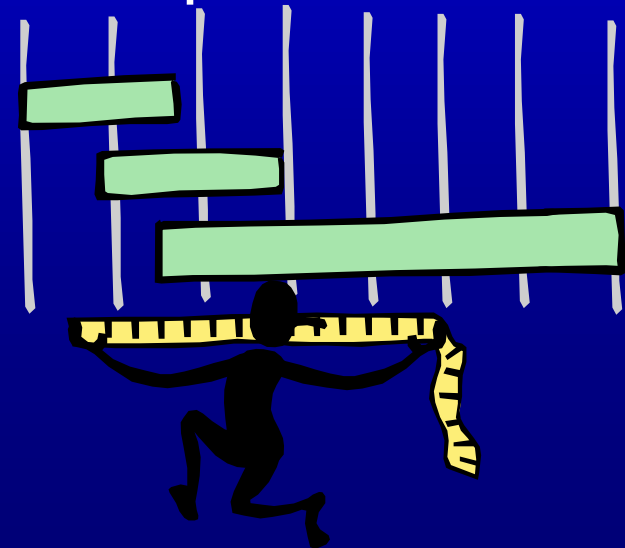
Trait-Factor Theory (con't)



- ✧ Marketers should look for a connection between a particular trait or factor and the particular behavior of interest.
- ✧ Important traits for understanding consumer behavior are innovativeness, materialism, susceptibility to social influence, and need for cognition.

Application In Marketing

- ✧ There have been some but not many successful applications.
- ✧ Maybe personality helps understand general tendencies but should not be used to predict demand for specific brands.
- ✧ Better definitions, measures, and theories are needed.



Self-Concept Terms

- ✧ Real self-concept: A person's idea of who and what s/he is and what he can and can not do.
- ✧ Ideal self-concept: A person's desires concerning what s/he'd like to do and be.



Self-Concept Theory

- ✧ The theory is that people constantly work to reduce the gap between Real and their Ideal self-concepts.
- ✧ Therefore, they will do those things they think will get them closer to their Ideal self-concepts & will not do those things they think will take them further away.



The Application To Marketing

- ✧ Consumers will buy those products and brands they perceive are consistent (congruous) with their self-concepts.
- ✧ Real self-concept more relevant for functional products; ideal is more relevant for expressive products.
- ✧ Marketers can shape a product's symbolic meaning through *product differentiation*.
- ✧ This may become even more relevant in the future as we build digital versions of ourselves.

Lifestyle

- ✧ The theory of lifestyles is based on the idea that people try to predict and control their lives.
- ✧ Lifestyles are shaped by the interaction of social and personal variables.
- ✧ A popular way to measure lifestyles is called **psychographics**.



Psychographics

✧ Psychographics ≈ AIOs

☞ **Activities**: what people do with their time.

☞ **Interests**: what is important to people.

☞ **Opinions**: the positions people have on a variety of topics.

✧ For marketers, it also includes media patterns, shopping habits, and usage rates.

✧ Many firms provide lifestyle data in U.S.:

☞ PRIZM by Claritas

☞ Acorn by CACI

☞ VALS by SRI



Application to Marketing



- ✧ Lifestyle information can be used along with demographics to segment markets.
- ✧ It can also be used to develop the proper marketing mix for a segment.
- ✧ Best applied to products involving **psychological gratification** rather than those consumed merely for functional reasons.



SUMMARY & CONCLUSIONS



- ✧ While there is little doubt that "personality" exists and influences human behavior, its definition and measurement need much greater clarification.
- ✧ Lifestyle and possibly self-concept are easier to work with and have been more successfully applied up to now.