

## Personality, Lifestyles, & Self-Concept



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## Learning Outcomes

- LO<sup>1</sup>** Define personality and know how various approaches to studying personality can be applied to consumer behavior.
- LO<sup>2</sup>** Discuss major traits that have been examined in consumer research.
- LO<sup>3</sup>** Understand why lifestyles and psychographics are important to the study of consumer behavior.
- LO<sup>4</sup>** Comprehend the role of the self-concept in consumer behavior.
- LO<sup>5</sup>** Understand the concept of self-congruency and how it applies to consumer behavior issues.

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**LO<sup>1</sup>**

Define personality and know how various approaches to studying personality can be applied to consumer behavior.

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**LO<sup>1</sup> Personality**

The totality of thoughts, emotions, intentions, and behaviors that a person exhibits consistently as he or she adapts to his or her environment.

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**LO<sup>1</sup> Personality Qualities**



- Unique to an individual
- Can be conceptualized as a combination of specific traits or characteristics
- Traits are relatively stable and interact with situations to influence behavior
- Specific behaviors can vary across time

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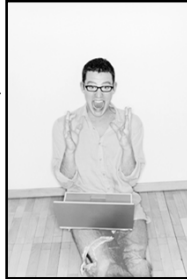
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## LO<sup>1</sup> Psychoanalytic Approach

**Id**  
*pleasure principle*

**Superego**  
*consumer conscience*

**Ego**  
*reality principle*



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## LO<sup>1</sup> Motivational Research Era

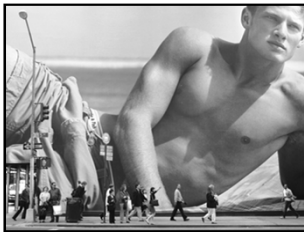
Researchers utilized tools such as *depth interviews* and *focus groups* to improve their understanding of inner motives and needs.

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## LO<sup>1</sup> Motivation Research

Does this ad appeal to some deeply held motivation?



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## LO<sup>1</sup> Trait Approach

- **Trait** – a distinguishable characteristic that describes one's tendency to act in a relatively consistent manner.
- Approaches:
  - **Nomothetic perspective**
  - **Idiographic perspective**
  - **Single-trait approach**
  - **Multiple-trait approach**

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## LO<sup>1</sup> Soup and Soup Lover's Traits

- **Chicken Noodle Soup Lovers**
  - Watch a lot of TV
  - Are family oriented
  - Have a great sense of humor
  - Are outgoing and loyal
  - Like daytime talk shows
  - Most likely to go to church
- **Tomato Soup Lovers**
  - Passionate about reading
  - Love pets
  - Like meeting people for coffee
  - Aren't usually the life of the party
- **Vegetable/Minestrone Soup Lovers**
  - Enjoy the outdoors
  - Usually game for trying new things
  - Spend more money than any other group dining in fancy restaurants
  - Likely to be physically fit
  - Gardening is often a favorite hobby

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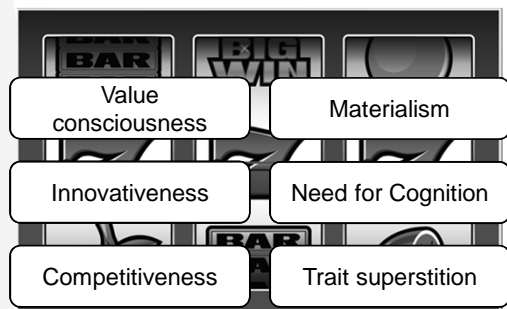
## LO<sup>2</sup>

Discuss major traits that have been examined in consumer research.

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## LO<sup>2</sup> Important Traits Studied



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## LO<sup>2</sup> Five-Factor Model

Personality Trait	Description
Extroversion	Talkative, outgoing
Agreeableness	Kindhearted, sympathetic
Openness to Experience	Creative, open to new ideas, imaginative
Stability	Even-keeled, avoids mood swings
Conscientiousness	Precise, efficient, organized

Source: Based on McCrae, R. R., and P. T. Costa (2005), *Personality in Adulthood: A Five-Factor Theory Perspective*, 2nd ed., New York, Guilford.

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## LO<sup>2</sup> Hierarchical Approaches

- Begin with the assumption that personality traits exist at varying levels of abstraction.
  - Specific traits – tendencies to behave in very well-defined situations (e.g., bargaining proneness).
  - Broad traits – behaviors that are performed across many different situations (e.g., extroversion).

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## LO<sup>2</sup> Personology Approach

- Combines information on *traits*, *goals*, and consumer *lifestories* to gain a better understanding of personality.

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## LO<sup>2</sup> Brand Personality Dimensions

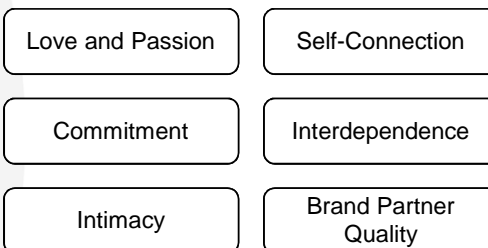
Personality Trait	Description	Example
Competence	Responsible, reliable, dependable	Maytag—"Depend on Us"
Excitement	Daring, spirited	Mountain Dew—"Do the Dew!"
Ruggedness	Tough, strong	Ford Trucks—"Built Ford Tough"
Sincerity	Honest, genuine	Wrangler Jeans—"Genuine. Wrangler"
Sophistication	Glamorous, charming	Cartier jewelry—"Brilliance, Elegance, Exuberance"

Source: Based on Aaker, Jennifer (1997), "Dimensions of Brand Personality," *Journal of Marketing Research* (August), 347-356.

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## LO<sup>2</sup> Personality and Brand Relationships



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LO<sup>3</sup>

Understand why lifestyles and psychographics are important to the study of consumer behavior.

LO<sup>3</sup> Lifestyles

Refer to the ways consumers live and spend their time and money.

*Useful in identifying viable market segments!*

LO<sup>3</sup> Psychographics

- Refers to the way consumer lifestyles are measured.
- AIO statements:
  - Activities
  - Interests
  - Opinions



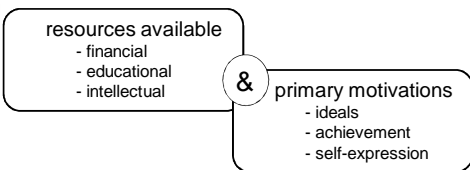
LO<sup>3</sup> Sample Psychographic Items for Segmenting the Leisure Camping Market

EXHIBIT 6.5 Sample Psychographic Items for Segmenting the Leisure Camping Market

TYPE OF ITEM	EXAMPLE	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Activity	I spend much of my free time camping.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Interest	I am very interested in the latest developments in camping gear.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Opinion	Camping is the best way in which to spend free time.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

LO<sup>3</sup> VALS

- Values and Lifestyles
- Classifies consumers into eight segments based on:



LO<sup>3</sup> PRIZM Geodemographics

- Potential Ratings Index by ZIP Market
- Based on premise that people with similar backgrounds and means tend to live close to one another and emulate each other's behaviors and lifestyles.
- 66 segments

## LO<sup>4</sup>

Comprehend the role of the self-concept in consumer behavior.

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## LO<sup>4</sup> Self-Concept

Refers to the totality of thoughts and feelings that an individual has about him or her *self*.

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## LO<sup>4</sup> We Have Many Self-Concepts

Actual self

Ideal self

Social self

Ideal social self

Possible self

Extended self



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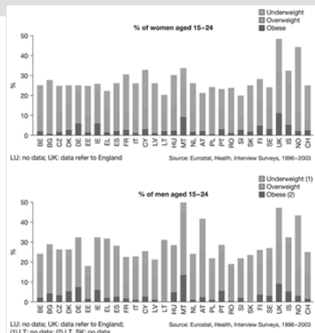
## LO<sup>4</sup> The Cyber Self

- Nearly  $\frac{3}{4}$  of online teens and young adults are on social networking sites, sometimes several times per day.
- Often inappropriate information is posted to these sites.  
*Remember:* what you post stays online for a long time.
- Use common sense when posting!

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## Distribution of young men and women according to body mass index, 2004



Source: The life of women and men in Europe: A statistical portrait, 2008

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## LO<sup>4</sup> Self-Esteem



Refers to the positivity of an individual's self-concept.

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LO<sup>5</sup>

Understand the concept of self-congruency and how it applies to consumer behavior issues.

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LO<sup>5</sup> **Self-Congruency Theory**

Proposes that much of consumer behavior can be explained by the congruence (match) between a consumer's self-concept and the image of typical users of a focal product.

Marketers use self-congruency theory to segment markets into groups of consumers who link high self-concept congruence with their product image.

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