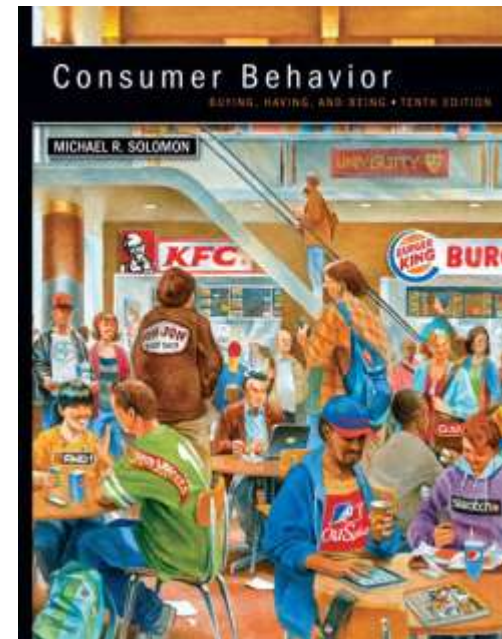


Chapter 6

Personality and Psychographics

**CONSUMER
BEHAVIOR, 10e**
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Chapter Objectives

When you finish this chapter, you should understand why:

1. A consumer's personality influences the way he or she responds to marketing stimuli, but efforts to use this information in marketing contexts meet with mixed results.

Chapter Objectives

When you finish this chapter, you should understand why:

2. Psychographics go beyond simple demographics to help marketers understand and reach different segments.
3. Consumer activities can be harmful to individuals and to society.

Learning Objective 1

- A consumer's personality influences the way he or she responds to marketing stimuli, but efforts to use this information in marketing contexts meet with mixed results.



Freudian Systems



ID

EGO

SUPEREGO

Freudian Systems

Sigmund Freud developed the idea that much of one's adult personality stems from a fundamental conflict between a person's desire to gratify his or her physical needs and the necessity to function as a responsible member of society.

- The id is oriented toward immediate gratification and. It operates on the pleasure principle (behavior guided by the primary desire to maximize pleasure and avoid pain). The id is selfish and acts without regard to consequences.
- The superego is the counterweight to the id or one's conscience. It internalizes society's rules and it works to prevent the id from seeking selfish gratification.
- The ego is the system that mediates between the id and the superego. The ego tries to balance these two opposing forces according to the reality principle, whereby it finds ways to gratify the id that will be acceptable to the outside world. Much of this battle occurs in the unconscious mind.

Motivational Research and Consumption Motives

- Power-masculinity-
virility
- Security
- Eroticism
- Moral purity-
cleanliness
- Social acceptance
- Individuality
- Status
- Femininity
- Reward
- Mastery over
environment
- Disalienation
- Magic-mystery

Neo-Freudian Theories

- Karen Horney
 - Compliant versus detached versus aggressive
- Alfred Adler
 - Motivation to overcome inferiority
- Harry Stack Sullivan
 - Personality evolves to reduce anxiety
- Carl Jung
 - Developed analytical psychology

The ten needs, as set out by Horney:

Moving Toward People

1. The need for **affection and approval**; pleasing others and being liked by them.
2. The need for **a partner**; one whom they can love and who will solve all problems.

Moving Against People

3. The need for **power**; the ability to bend wills and achieve control over others—while most persons seek strength, the neurotic may be desperate for it.
4. The need to **exploit others**; to get the better of them. To become manipulative, fostering the belief that people are there simply to be used.
5. The need for **social recognition**; prestige and limelight.
6. The need for **personal admiration**; for both inner and outer qualities—to be valued.
7. The need for **personal achievement**; though virtually all persons wish to make achievements, as with No. 3, the neurotic may be desperate for achievement.

The ten needs, as set out by Horney:

Moving Away from People

8. The need for **self sufficiency** and independence; while most desire some autonomy, the neurotic may simply wish to discard other individuals entirely.
9. The need for **perfection**; while many are driven to perfect their lives in the form of well being, the neurotic may display a fear of being slightly flawed.
10. Lastly, the need to **restrict life practices** to within narrow borders; to live as inconspicuous a life as possible.

Carl Jung, Father of Analytical Psychology

- Disciple of Freud
- Established concept of collective unconscious
- Explained the creation of archetypes
 - Old wise man
 - Earth mother
- Young & Rubicam uses the concept of archetypes in its BrandAsset® Archetypes model

Figure 6.1 BrandAsset Valuator Archetypes

Characteristics

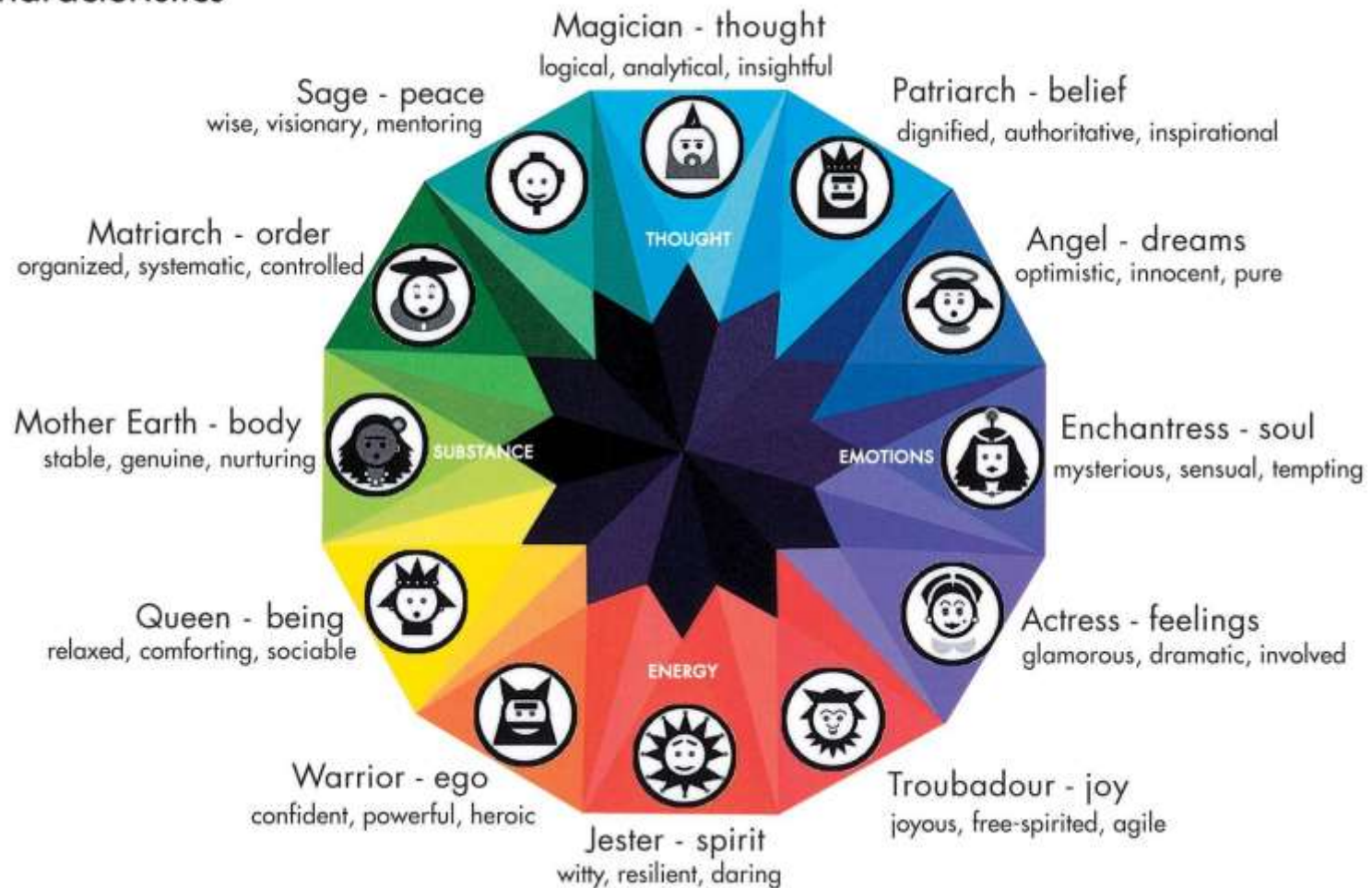
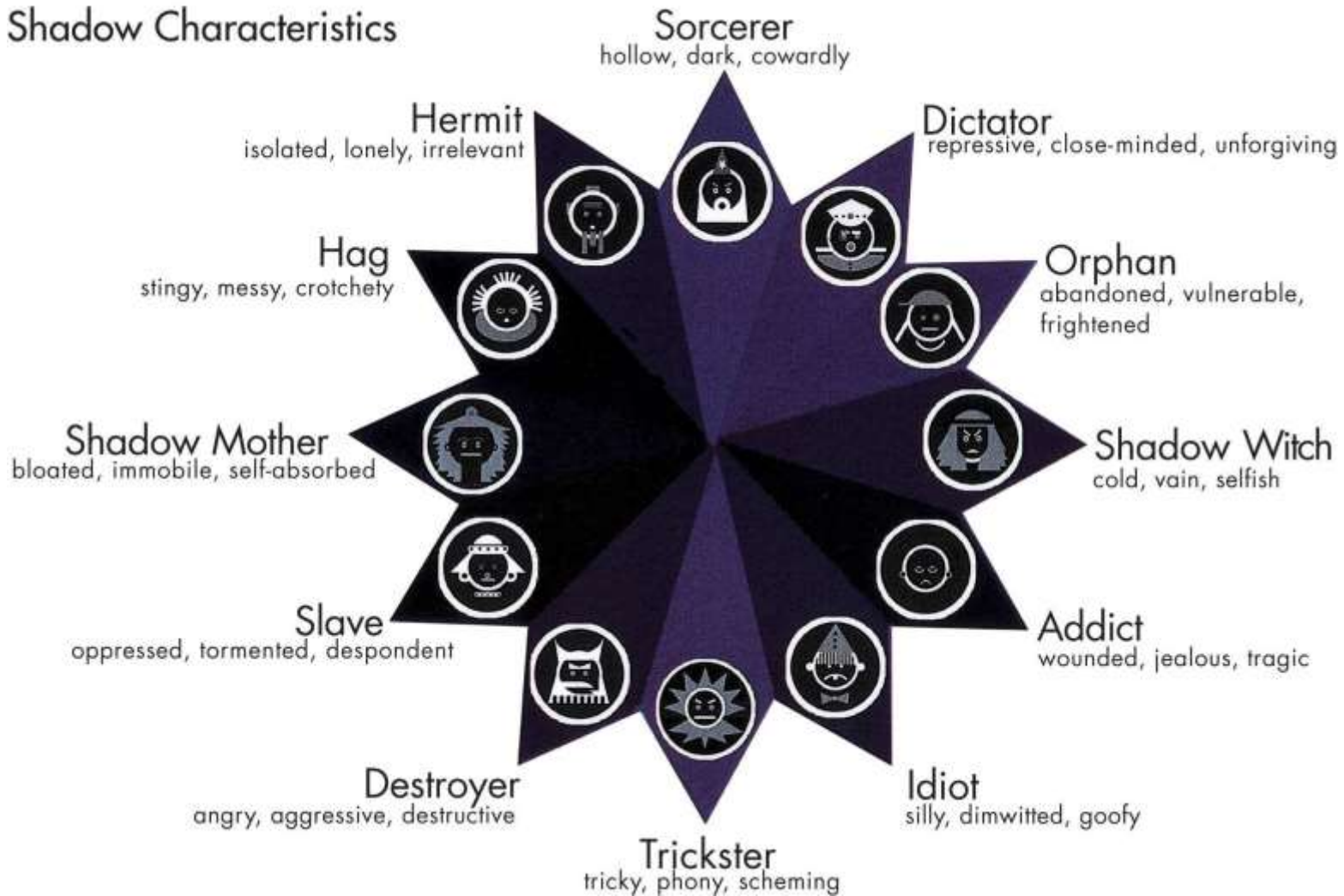


Figure 6.1 BrandAsset Valuator Archetype (continued)

Shadow Characteristics



Trait Theory

- Personality traits: identifiable characteristics that define a person
- Traits relevant to consumer behavior:
 - Innovativeness
 - Materialism
 - Self-consciousness
 - Need for cognition
 - Frugality

Trait Theory

- Trait theory focuses on the quantitative measurement of personality traits. Personality traits are the identifiable characteristics that define a person. For instance, we might say that someone is an introvert or an extrovert. Some of the most relevant traits for consumer behavior are listed in the slide.
- Innovativeness is the degree to which a person likes to try new things.
- Materialism is the amount of emphasis a person places on acquiring and owning products.
- Self-consciousness is the degree to which a person deliberately monitors and controls the image of the self that he or she projects to others.

Trait Theory

- The need for cognition is the degree to which a person likes to think about things and by extension, expends the necessary effort to process brand information.
- Frugality is the tendency to deny short-term purchases and to make due with what they already own.

The use of standard personality trait measurements to predict product choices has met with mixed success. It is simply hard to predict consumer behavior based on personality!

Brand Personality

- Brand personality: set of traits people attribute to a product as if it were a person
- Brand equity: extent to which a consumer holds strong, favorable, and unique associations with a brand in memory—and the extent to which she or he is willing to pay more for the branded version of a product than for a nonbranded (generic) version

Table 6.2 Brand Behaviors and Possible Personality Trait Inferences

Brand Action	Trait Inference
Brand is repositioned several times or changes slogan repeatedly	Flighty, schizophrenic
Brand uses continuing character in advertising	Familiar, comfortable
Brand charges high prices and uses exclusive distribution	Snobbish, sophisticated
Brand frequently available on deal	Cheap, uncultured
Brand offers many line extensions	Versatile, adaptable

For Reflection

- How can marketers link a brand's personality with the lifestyle of a consumer segment?

Learning Objective 2

- Psychographics go beyond simple demographics to help marketers understand and reach different consumer segments.

Psychographic Studies

- Lifestyle profiles
- Product-specific profiles
- General lifestyle segmentation
- Product-specific segmentation

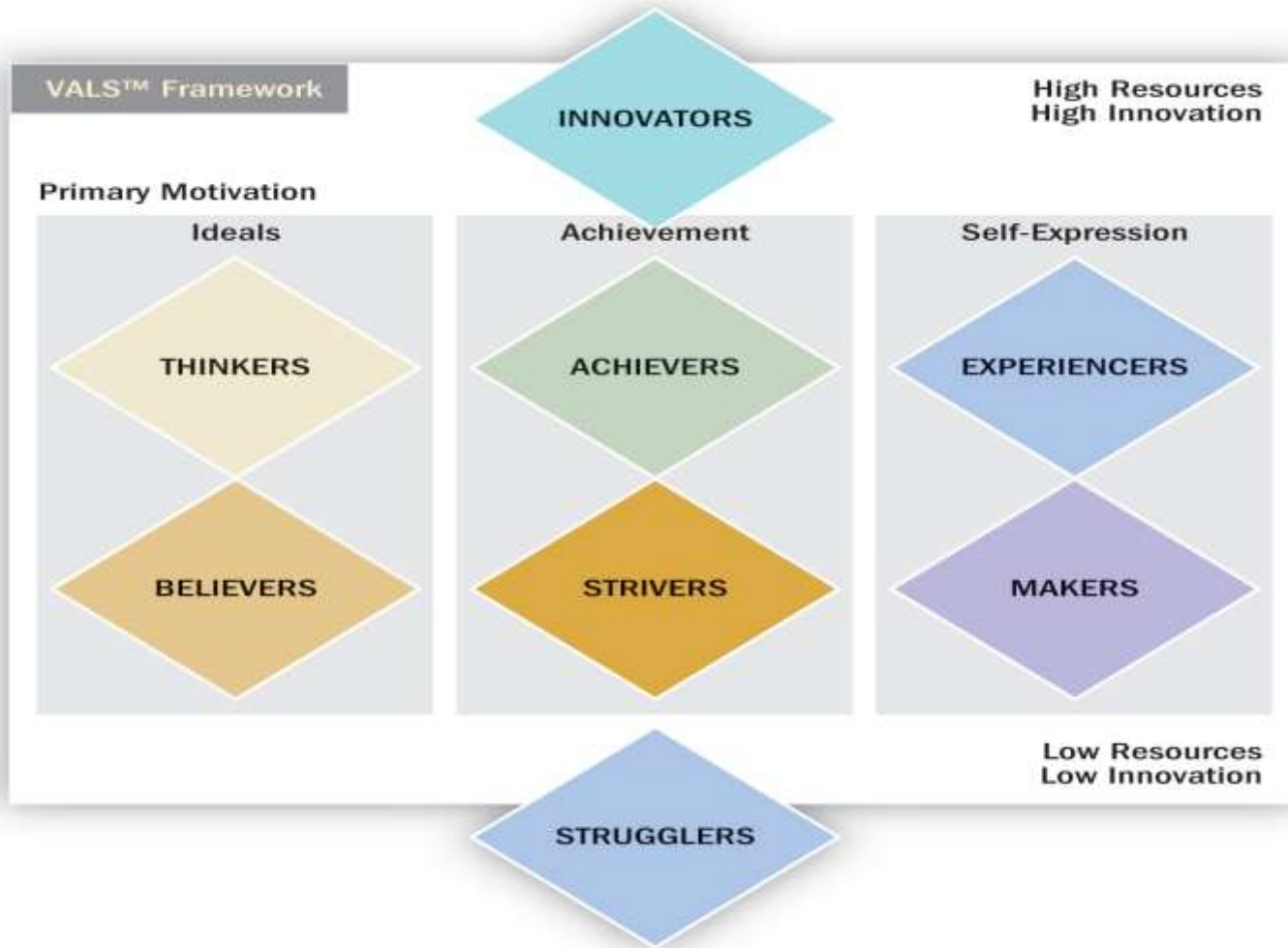
Table 6.3 Lifestyle Dimensions

Activities	Interests	Opinions	Demographics
Work	Family	Themselves	Age
Hobbies	Home	Social issues	Education
Social events	Job	Politics	Income
Vacation	Community	Business	Occupation
Entertainment	Recreation	Economics	Family size
Club membership	Fashion	Education	Dwelling
Community	Food	Products	Geography
Shopping	Media	Future	City size
Sports	Achievements	Culture	Stage in life cycle

Psychographic Segmentation Uses

- To define target market
- To create new view of market
- To position product
- To better communicate product attributes
- To develop product strategy
- To market social/political issues

Figure 6.2 VALS2™



VALS

- **VALS** ("Values, Attitudes And Lifestyles") is a proprietary research methodology used for psychographic market segmentation. Market segmentation is designed to guide companies in tailoring their products and services in order to appeal to the people most likely to purchase them.
- VALS was developed in 1978 by social scientist and consumer futurist Arnold Mitchell and his colleagues at SRI International. It was immediately embraced by advertising agencies, and is currently offered as a product of SRI's consulting services division. VALS draws heavily on the work of Harvard sociologist David Riesman and psychologist Abraham Maslow.^[1]

VALS

- SRI developed the Vals 2 programme in 1978 and significantly revised it in 1989.
- VALS2 has two dimensions. The first dimension –Self orientation, determines the type of goals and behaviors that individuals will pursue, and refers to pattern of attitudes and activities which help individuals reinforce, sustain or modify their social self-image. This is a fundamental human need. The second dimension- Resources-reflects the ability of individuals to pursue their dominant self orientation that includes full range of physical, psychological, demographic and material means such as self-confidence, interpersonal skills, inventiveness, intelligence, eagerness to buy, money, position, education, etc. According to VALS2, a consumer purchases certain products and services because the individual is a specific type of person. The purchase is believed to reflect a consumer's lifestyle, which is a function of self –orientation and resources.

VALS

- The main dimensions of the VALS framework are primary motivation (the horizontal dimension) and resources (the vertical dimension). The vertical dimension segments people based on the degree to which they are innovative and have resources such as income, education, self-confidence, intelligence, leadership skills, and energy. The horizontal dimension represents primary motivations and includes three distinct types:
- Consumers driven by knowledge and principles are motivated primarily by ideals. These consumers include groups called Thinkers and Believers.
- Consumers driven by demonstrating success to their peers are motivated primarily by *achievement*. These consumers include groups referred to as Achievers and Strivers.
- Consumers driven by a desire for social or physical activity, variety, and risk taking are motivated primarily by *self-expression*. These consumers include the groups known as Experiencers and Makers.

VALS

- **Innovator.** These consumers are on the leading edge of change, have the highest incomes, and such high self-esteem and abundant resources that they can indulge in any or all self-orientations. They are located above the rectangle. Image is important to them as an expression of taste, independence, and character. Their consumer choices are directed toward the "finer things in life.«
- **Thinkers.** These consumers are the high-resource group of those who are motivated by ideals. They are mature, responsible, well-educated professionals. Their leisure activities center on their homes, but they are well informed about what goes on in the world and are open to new ideas and social change. They have high incomes but are practical consumers and rational decision makers.
- **Believers.** These consumers are the low-resource group of those who are motivated by ideals. They are conservative and predictable consumers who favor American products and established brands. Their lives are centered on family, community, and the nation. They have modest incomes.

1. Yenilikçiler,

- Başarılı, kendilerini geliştirmiş ve kendilerine güvendikleri için öbür insanların da sorumluluklarını alan bireylerdir.
- Yüksek düzeydeki kaynaklarından ötürü her üç güdüden de (düşünceler, başarı ve özanlatım) farklı derecelerde etkilenirler.
- Bunlar, değişim önderleri olarak nitelendirilmektedir.

2.Düşünürler,

- İdealleriyle güdülenen, olgun, tatmin olmuş ve rahat bireylerdir.
- Kişilikleriyle, bilgiyi, sorumluluğu ve düzeni yansıtırılar.
- İyi eğitim görmüş bireylerdir ve karar verme sürecinde bilgi arama etkindir.
- Sahip oldukları gelirleri kendilerine pek çok seçenek sunsa da bunlar tutucu ve yararçı yapıdadırlar.
- Bu yüzden düşünürler, satın alma davranışlarında dayanıklılık, işlevselliğe değer verirler.

3. İnananlar,

- Düşünürler gibi idealleriyle güdülenmektedirler.
- Tutucu ve gelenekseldirler.
- İlişkin oldukları aile, toplumsal ve dinsel örgütlerin belirli programlarını izlerler.
- Tüketici olarak öngörücüdürler, yerleşik ve bilindik markaları tercih ederler.
- Genelde sadık müşterilerdir.

4. Başarılılar,

- Arzularıyla güdülenirler.
- Amaç odaklı bir yaşam biçimine sahiptirler.
- Ailelerine ve kariyerlerine sıkı sıkıya bağlıdırlar.
- Bu durum toplumsal yaşamlarına da yansır ve ailelerinin, ibadet yerlerinin ve işlerinin çevresinde yaşamlarını sürdürürler.
- Başarılılar için imaj önemlidir, yaşıtlarına başarılarını yansıtacak prestijli mal ve hizmetleri tercih ederler.
- Yoğun yaşamları yüzünden kendilerine zaman kazandıran ürünlere ilgi duymaktadırlar.

5.Çabalayanlar,

- Modayı izler ve eğlenceyi severler.
- Başarıyla güdülendiklerinden, öbür insanların düşüncelerine ve onaylarına önem verirler.
- İsteklerini yerine getirmek için yeterli geliri olmayan çabalayanlar için, para başarı anlamına gelir.
- Kendilerinden oldukça zengin olan bireylere öykündüklerinden ötürü gösterişli ürünleri tercih ederler.
- Alışveriş sürecini toplumsal bir eylem ve yaşitlarına satın alma yeteneklerini göstermek için bir fırsat olarak gördüklerinden, etkili tüketicilerdir.
- Tüketici olarak, gelirlerinin yettiği ölçüde anlık kararlar vererek birşeyler alırlar.

6. Deneyimliler,

- Kendi kişiliğini ifade ederek güdülenmektedirler.
- Bunlar genç ve coşkuludurlar, düşünmeden hareket ederler.
- Değişiklik ve heyecan arayan deneyimliler, gelirlerinin büyük bir bölümünü moda, eğlenceye ve toplumsallaşmaya ayırırlar.

7.Yapanlar (makers),

- Kendilerini, çalışarak dünyada bir ev sahibi olan, çocuk yetiştiren, bir otomobili olan, sebzelerden konserve yapan ve yaptıkları planları başarıyla yaşama geçirecek yetenek ve enerjiye sahip olan birey olarak görürler.
- Aileleri ve iş yaşamları gibi geleneksel çevreleri içerisinde yaşarlar, sözü edilen çevrenin dışındakilerle pek fazla ilgilenmezler.
- Maddi varlıkları umursamazlar.
- Değeri gösterişe tercih ettiklerinden temel ürünleri satın alırlar.

8. Yaşamda kalanlar,

- Oldukça dar kapsamlı bir yaşam sürmektedirler.
- Yaşamla başa çıkabilmek için oldukça az kaynakları olan ve dünyanın çok hızlı değiştiğine inanan bireylerdir.
- Yaşamda kalanlar için güvenlik ilk sırada gelmektedir.
- Bu tip tüketicilerin alışveriş tutarları oldukça düşüktür.

VALS

- **Achievers.** These consumers are the high-resource group of those who are motivated by achievement. They are successful work-oriented people who get their satisfaction from their jobs and families. They are politically conservative and respect authority and the status quo. They favor established products and services that show off their success to their peers.
- **Strivers.** These consumers are the low-resource group of those who are motivated by achievements. They have values very similar to achievers but have fewer economic, social, and psychological resources. Style is extremely important to them as they strive to emulate people they admire.
- **Experiencers.** These consumers are the high-resource group of those who are motivated by self-expression. They are the youngest of all the segments, with a median age of 25. They have a lot of energy, which they pour into physical exercise and social activities. They are avid consumers, spending heavily on clothing, fast-foods, music, and other youthful favorites, with particular emphasis on new products and services.

VALS

- **Makers.** These consumers are the low-resource group of those who are motivated by self-expression. They are practical people who value self-sufficiency. They are focused on the familiar-family, work, and physical recreation-and have little interest in the broader world. As consumers, they appreciate practical and functional products.
- **Survivors.** These consumers have the lowest incomes. They have too few resources to be included in any consumer self-orientation and are thus located below the rectangle. They are the oldest of all the segments, with a median age of 61. Within their limited means, they tend to be brand-loyal consumers.

Geodemography

- Geodemography involves using data on consumer expenditures and other socioeconomic factors with geographic information about the areas in which people live to identify consumers who share common consumption patterns
 - “Birds of a feature flock together”
 - Can be reached more economically (e.g., 90277 zip code in Redondo Beach, CA)

For Reflection

- Construct separate advertising executions for a cosmetics product targeted to the Belonger, Achiever, Experienter, and Maker VALS types.
- How would the basic appeal differ for each group?

For Reflection

- Geodemographic techniques assume that people who live in the same neighborhood have other things in common as well.
- Why do they make this assumption, and how accurate is it?

Chapter Summary

- Consumer personality influences the way one responds to marketing stimuli
- Lifestyles are an important aid to many marketing strategies
- Psychographics go beyond simple demographics to help marketers understand different consumer segments
- Identifying patterns of consumption are valuable components of a lifestyle marketing strategy