

**Consumer Behavior,
Eighth Edition**

SCHIFFMAN & KANUK



Chapter 5

Personality and Consumer Behavior

- What consumers purchase, when and how they consume, are likely to be influenced by their personality factors
- Marketing and advertising people have incorporated specific personality traits or characteristics in their marketing and advertising messages
- Example: Travel Channel's show Bizarre Foods with Andrew Zimmern (sensation seeking)

What is Personality?

The 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

Theories of Personality

- Freudian theory
 - Unconscious needs or drives are at the heart of human motivation
- Neo-Freudian personality theory
 - Social relationships are fundamental to the formation and development of personality
- Trait theory
 - Quantitative approach to personality as a set of psychological traits

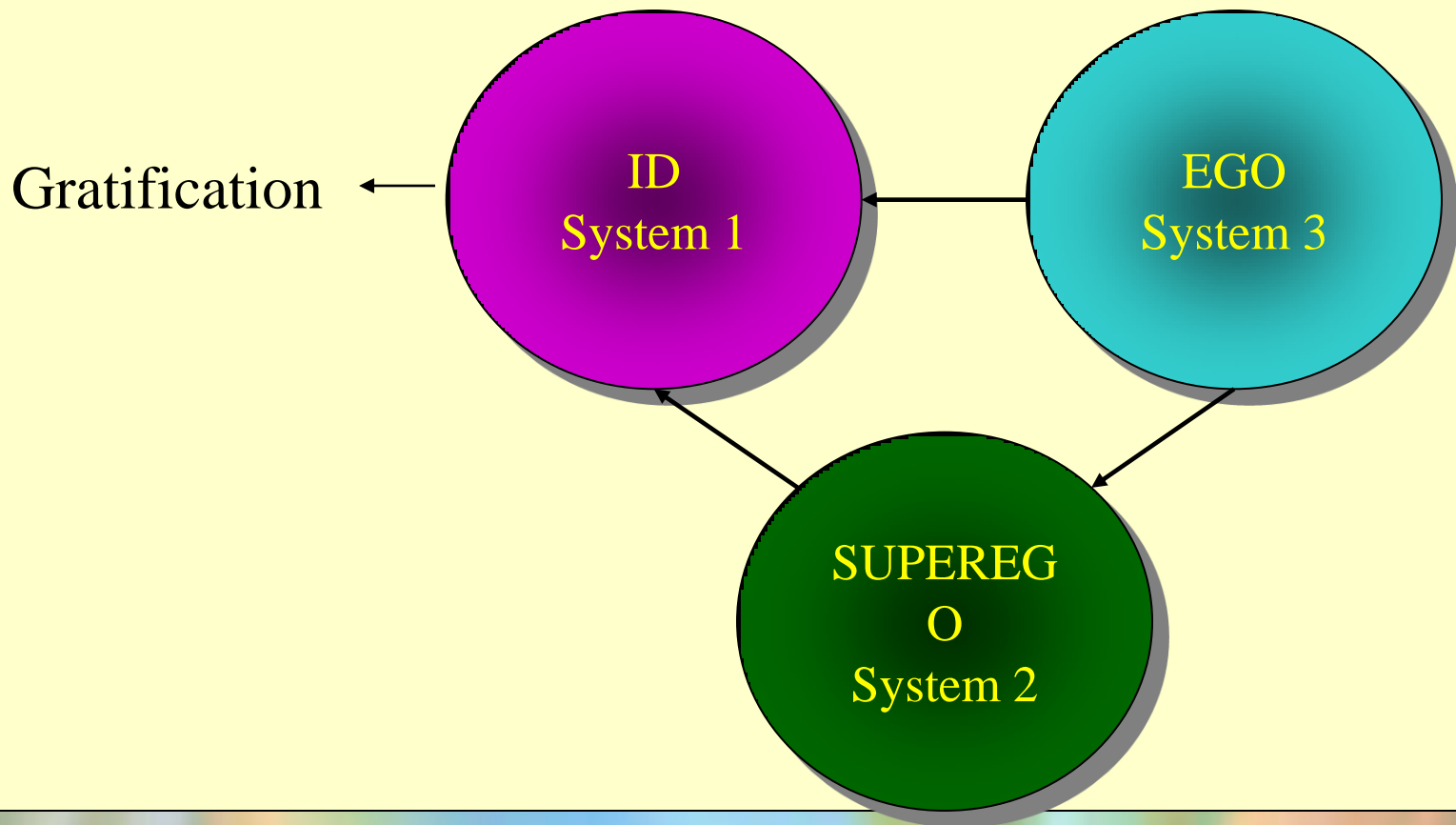
Freudian Theory

- Id
 - Warehouse of primitive or instinctual needs for which individual seeks immediate satisfaction
- Superego
 - Individual's internal expression of society's moral and ethical codes of conduct
- Ego
 - Individual's conscious control that balances the demands of the id and superego

Figure 5.1
Ad
Portraying
the Forces
of the Id



Figure 5.2 A Representation of the Interrelationships among the Id, Ego, and Superego



Freudian Theory and “Product Personality”

- Consumer researchers using Freud’s personality theory see consumer purchases as a reflection and extension of the consumer’s own personality

Table 5.1 Snack Food Personality Traits

Potato Chips:

Ambitious, successful, high achiever, impatient

Tortilla Chips:

Perfectionist, high expectations, punctual, conservational

Pretzels:

Lively, easily bored, flirtatious, intuitive

Snack Crackers:

Rational, logical, contemplative, shy, prefers time alone

Horney's CAD Theory

- Using the context of child-parent relationships, individuals can be classified into:
 - Compliant individuals
 - Aggressive individuals
 - Detached individuals

Compliant Personality

One who desires to
be loved, wanted,
and appreciated by
others.

Aggressive Personality

One who moves against others (e.g., competes with others, desires to excel and win admiration).

Detached Personality

One who moves away from others (e.g., who desires independence, self-sufficiency, and freedom from obligations).

Figure 5.3 Ad Applying Horney's Detached Personality

BONNE BELL © 2001

I have my own style.

- I know who I am.
- I can wake up my mind.
- I can wake up my eyes.
- I can be tartful.
- I can shake things up.
- I am a girl.

bonnebell.

Lips up your lips

Eye lid for your eyes

www.bonnebell.com

Trait Theory

- Personality theory with a focus on psychological characteristics
- Trait - any distinguishing, relatively enduring way in which one individual differs from another
- Personality is linked to how consumers **make their choices** or to consumption of a **broad product category** - not a specific brand

Personality Traits and Consumer Innovators

- **Innovativeness**
- **Dogmatism**
- **Social Character**
- **Need for uniqueness**
- **Optimum stimulation level**
- **Variety-novelty seeking**

Consumer Innovativeness

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

Table 5.2

A Consumer Innovativeness Scale

1. In general, I am among the last in my circle of friends to buy a new (rock album^a) when it appears^b.
2. If I heard that a (new rock album) was available in the store, I would be interested enough to buy it.
3. Compared to my friends, I own few (rock albums).^b
4. In general, I am the last in my circle of friends to know the (titles of the latest rock albums).^b
5. I will buy a new (rock album), even if I haven't heard it yet.
6. I know the names of (new rock acts) before other people do.

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.

Dogmatism

- Consumers low in dogmatism (*open-minded*) are more likely to prefer innovative products to established or traditional alternatives
- Highly dogmatic consumers tend to be more receptive to ads for new products or services that contain an appeal from an authoritative figure

Figure 5.4 Ad Encouraging New Product Acceptance

Save up to \$10.00—visit our web site: cosamin.com or call us today!

Cosamin^{DS} is the superior joint health supplement. HERE'S WHY:



- #1 Doctor Recommended Brand Glucosamine/Chondroitin Sulfate Joint Health Supplement
- The ONLY brand proven effective in controlled, published U.S. clinical studies.
- Earned the Good Housekeeping Seal
- Documented by brand in scientific publications to meet label claim
- Manufactured in the U.S. following pharmaceutical standards
- Contains exclusive bioavailable chondroitin sulfate and glucosamine combination not found in other brands

"A world-renowned orthopedic surgeon recommended CosaminDS. I've been using it ever since and my joints feel healthy and flexible again!"

Jim Palmer
Hall of Fame Pitcher



Double Strength Cosamin^{DS}

#1 DOCTOR RECOMMENDED BRAND
GLUCOSAMINE/CHONDROITIN SULFATE SUPPLEMENT

Available at pharmacies nationwide



1-800-925-5187

cosamin.com

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Source: Orthopedics Today, April, 2000 survey.
Clinical studies published in Arthritis Medicine, 1999,
and Osteoarthritis and Cartilage, 2000.



Social Character

Inner-Directed

- Consumers who tend to rely on their own inner values
- More likely to be innovators
- Tend to prefer ads that stress product features and benefits

Other-Directed

- Consumers who tend to look to others for direction
- Less likely to be innovators
- Tend to prefer ads that feature social acceptance

**Need for
Uniqueness**

**Consumers who avoid
appearing to
conform to
expectations or
standards of others.**

**Optimum
Stimulation
Levels
(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.

**Sensation
Seeking
(SS)**

A personality trait characterized by the need for varied, novel, and complex sensations and experience, and the willingness to take physical and social risks for the sake of such experience.

Variety- Novelty Seeking

A personality trait similar to OSL, which measures a consumer's degree to variety seeking

Examples:

- Exploratory Purchase Behavior
- Use Innovativeness
- Vicarious Exploration

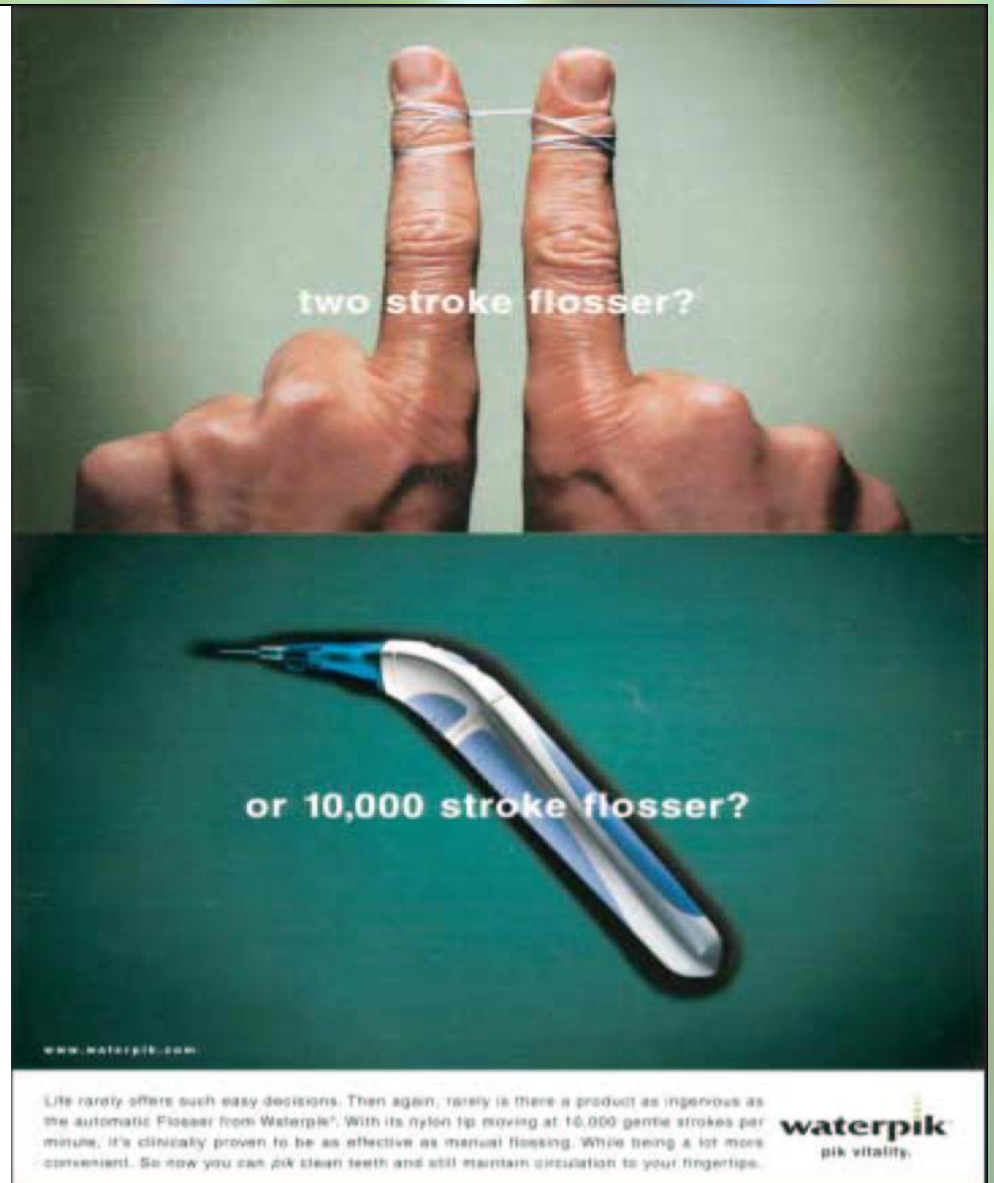
Cognitive Personality Factors

- Need for cognition
 - A person's craving for enjoyment of thinking
- Visualizers versus verbalizers
 - A person's preference for information presented visually or verbally

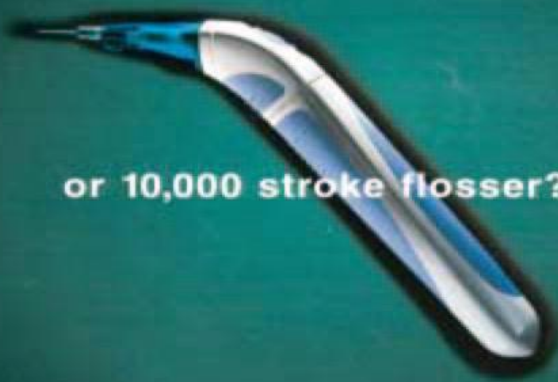
Need for Cognition (NC)

- Consumers *high* in NC are more likely to respond to ads rich in product-related information
- Consumers *low* in NC are more likely to be attracted to background or peripheral aspects of an ad

Figure 5.5 Ad Targeting Visualizers



two stroke flosser?



or 10,000 stroke flosser?

www.waterpik.com

Life rarely offers such easy decisions. Then again, rarely is there a product as ingenious as the automatic Flosser from Waterpik®. With its nylon tip moving at 10,000 gentle strokes per minute, it's clinically proven to be as effective as manual flossing. While being a lot more convenient. So now you can pik clean teeth and still maintain circulation to your fingertips.

waterpik
pik vitality.

Happy Birthday You've Got Gingivitis.

After 35, 3 out of 4 adults have gum disease.

Gingivitis rhymes with arthritis.

And yes, it's as gross as it sounds.

Gingivitis is an early form of gum disease caused by plaque, a sticky film of bacteria that constantly forms on teeth. These bacteria release toxins that cause irritation—your first indication of trouble.

8 signs of gum disease

1. Gums that bleed during brushing.
2. Red, swollen or tender gums.
3. Gums that have pulled away from teeth.
4. Bad breath that lingers.
5. Pus between your teeth and gums.
6. Loose teeth.
7. A change in the way your teeth fit together when you bite.
8. A change in the way your dentures fit.

Fortunately, gingivitis is an entirely preventable condition. Daily brushing and flossing are critical—along with regular trips to your dentist.

And even if you've already developed gingivitis, you can reduce it—even help reverse it—with the right kind of toothpaste.

New toothpaste clinically proven to help prevent and reverse the gum disease gingivitis.



New Listerine Essential Care™ toothpaste, from the makers of Listerine® mouthwash, kills germs and is clinically proven to help prevent and reverse the gum disease gingivitis.



While most toothpastes can prevent cavities, very few are effective against gingivitis.

Look for a germ-killing formula like the new Listerine Essential Care™ brand. Use it morning and night and after meals, whenever possible.

Killing the germs in your mouth will lower the level of toxins. And after three weeks, you'll see your gums returning to a pink, healthier state.

Talk to your dentist or hygienist about making Listerine Essential Care™ toothpaste part of your oral care routine.

Figure 5.6 Ad Targeting Verbalizers

From Consumer Materialism to Compulsive Consumption

- Consumer materialism
 - The extent to which a person is considered “materialistic”
- Fixed consumption behavior
 - Consumers fixated on certain products or categories of products
- Compulsive consumption behavior
 - “Addicted” or “out-of-control” consumers

Materialistic People

- Value acquiring and showing-off possessions
- Are particularly self-centered and selfish
- Seek lifestyles full of possessions
- Have many possessions that do not lead to greater happiness

Table 5.4 Sample Items - Materialism

SUCCESS

The things I own say a lot about how well I'm doing in life.
I don't place much emphasis on the amount of material objects people own as a sign of success.^a
I like to own things that impress people.

CENTRALITY

I enjoy spending money on things that aren't practical.
I try to keep my life simple, as far as possessions are concerned.^a
Buying things gives me a lot of pleasure.

HAPPINESS

I'd be happier if I could afford to buy more things.
I have all the things I really need to enjoy life.^a
It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.

Fixated Consumption Behavior

- Consumers have
 - a deep interest in a particular object or product category
 - a willingness to go to considerable lengths to secure items in the category of interest
 - the dedication of a considerable amount of discretionary time and money to searching out the product
- Examples: collectors, hobbyists



Compulsive Consumption Behavior

Consumers who are compulsive buyers have an addiction; in some respects, they are out of control and their actions may have damaging consequences to them and to those around them.

Table 5.6 Sample Items to Measure Compulsive Buying

1. When I have money, I cannot help but spend part or the whole of it.
2. I am often impulsive in my buying behavior.
3. As soon as I enter a shopping center, I have an irresistible urge to go into a shop to buy something.
4. I am one of those people who often responds to direct mail offers.
5. I have often bought a product that I did not need, while knowing I had very little money left.

Consumer Ethnocentrism

- Ethnocentric consumers feel it is wrong to purchase foreign-made products
- They can be targeted by stressing nationalistic themes



Table 5.7 Sample Items from the CETSCALE

1. American people should always buy American-made products instead of imports.
2. Only those products that are unavailable in the U.S. should be imported.
3. Buy American-made products. Keep America working.
4. Purchasing foreign-made products is un-American.
5. It is not right to purchase foreign products, because it puts Americans out of jobs.
6. A real American should always buy American-made products.
7. We should purchase products manufactured in America instead of letting other countries get rich off us.
8. It is always best to purchase American products.

Brand Personality




- Personality-like traits associated with brands
- Volvo - safety 
- Perdue - freshness
- Nike - the athlete 
- BMW - performance
- Levi's 501 - dependable and rugged 

Figure 5.7 A Brand Personality Framework

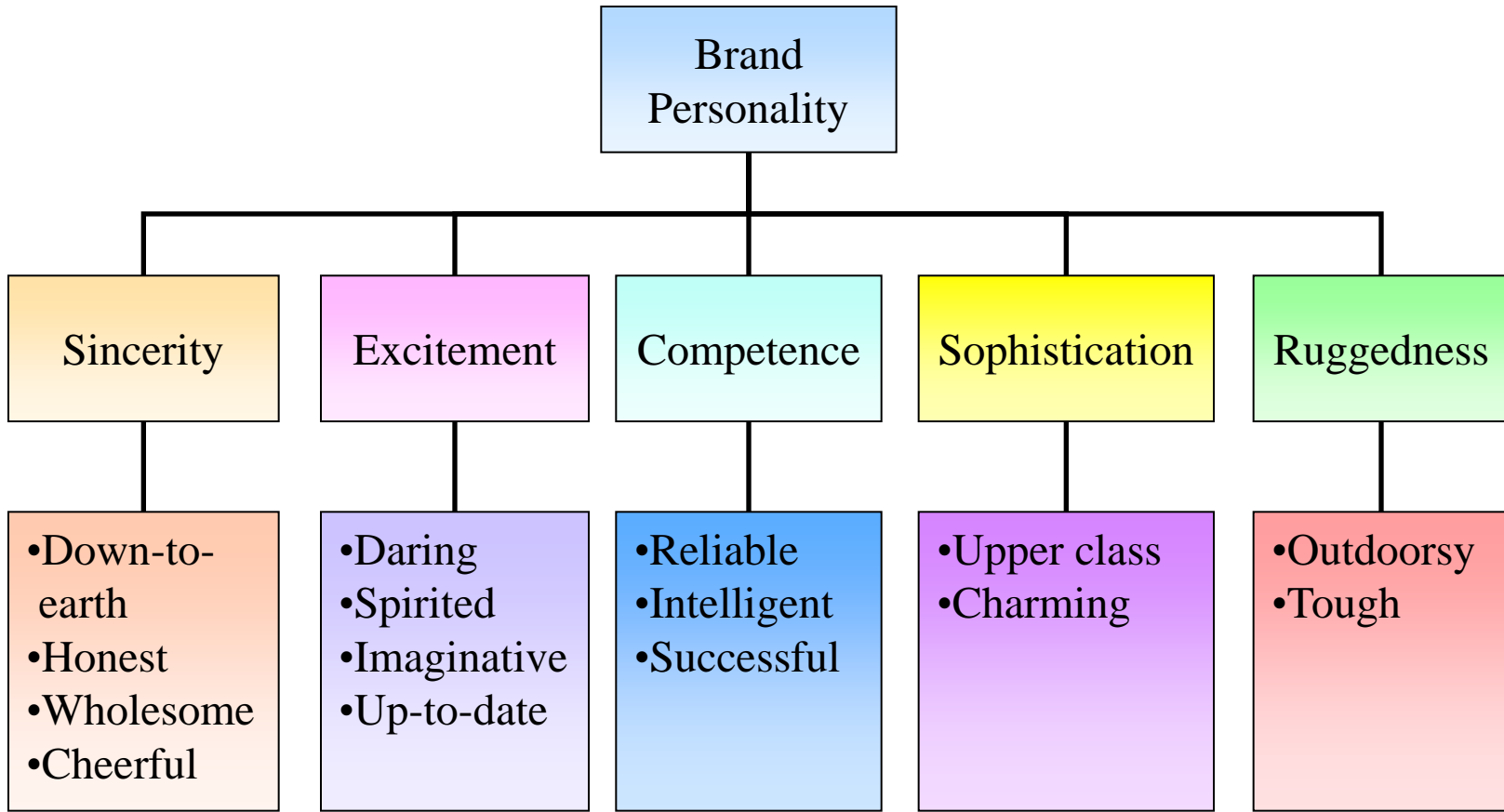


Table 5.10 The Personality-like Associations of Selected Colors

| | | |
|---------------|---|---|
| BLUE | Commands respect, authority | <ul style="list-style-type: none"> • America's favored color • IBM holds the title to blue • Associated with club soda • Men seek products packaged in blue • Houses painted blue are avoided • Low-calorie, skim milk • Coffee in a blue can be perceived as "mild" |
| YELLOW | Caution, novelty, temporary, warmth | <ul style="list-style-type: none"> • Eyes register it faster • Coffee in yellow can be perceived as "weak" • Stops traffic • Sells a house |
| GREEN | Secure, natural, relaxed or easy going, living things | <ul style="list-style-type: none"> • Good work environment • Associated with vegetables and chewing gum • Canada Dry ginger ale sales increased when it changed sugar-free package from red to green and white |

Table 5.10 continued

| | | |
|-------------------------|--|--|
| RED | Human, exciting, hot, passionate, strong | <ul style="list-style-type: none"> • Makes food “smell” better • Coffee in a red can be perceived as “rich” • Women have a preference for bluish red • Men have a preference for yellowish red • Coca-Cola “owns” red |
| ORANGE | Powerful, affordable, informal | <ul style="list-style-type: none"> • Draws attention quickly |
| BROWN | Informal and relaxed, masculine, nature | <ul style="list-style-type: none"> • Coffee in a dark-brown can was “too strong” • Men seek products packaged in brown |
| WHITE | Goodness, purity, chastity, cleanliness, delicacy, refinement, formality | <ul style="list-style-type: none"> • Suggests reduced calories • Pure and wholesome food • Clean, bath products, feminine |
| BLACK | Sophistication, power, authority, mystery | <ul style="list-style-type: none"> • Powerful clothing • High-tech electronics |
| SILVER, GOLD | Regal, wealthy, stately | <ul style="list-style-type: none"> • Suggests premium price |

Different Self-Images

Actual Self-
Image

Ideal Self-Image

Ideal Social
Self-Image

Social Self-Image

Expected
Self-Image

Figure 5.9
Ad
Contemplates
Consumer
Self-Image



Possessions Act as Self-Extensions

- By allowing the person to do things that otherwise would be very difficult
- By making a person feel better
- By conferring status or rank
- By bestowing feelings of immortality
- By endowing with magical powers

Table 5.6 Sample Items from an Extended Self-Survey*

My ___ holds a special place in my life.

My ___ is central to my identity.

I feel emotionally attached to my ____.

My ___ helps me narrow the gap between what I am and try to be.

If my ___ was stolen from me I would feel as if part of me is missing.

I would be a different person without my ____.

Virtual Personality



- **Online individuals have an opportunity to try on different personalities**
- **Virtual personalities may result in different purchase behavior**

Class Group assignment #1 (17 March 2016)

- Find 3 print advertisements based on Freudian personality theory.
- Discuss how Freudian concepts are used in these ads. Do any of the ad personify a brand? If so, how?
- Present your findings on ppt.

#2 Hello Hong Kong Starbucks

Strolling along the streets in any major districts in HK, you'll easily find at least one Starbucks. Starbucks has already expanded to more than 100 stores in HK and about 400 stores in mainland China. For many a coffee lover in HK, Starbucks has conquered their minds. Today, many people in HK have become accustomed to spending their time at the nearby Starbucks. Not only can people buy coffee, but also specialty beverages, merchandise and gifts, Starbucks cards and fresh food. Due to the WI availability, people work on their laptops, have a chat with their friends or have a meeting with suppliers.

Since everybody knows about Starbucks, answer the following questions (if you need any help with your answers, you might want to access www.starbucks.com):

1. If Starbucks was an animal, which animal would it be, and why?
2. If Starbucks was a color, which color would it be, and why?
3. If Starbucks was a celebrity (eg. Sports figure, a movie or TV Star), which celebrity would it be and why? And why was your choice male or female?