

Responsiveness to global and local consumer culture positioning: a personality an...

[Literature](#), [Russian Literature](#)



Currently there is a highly connected global market, which has been spurred by growth of trade and investment. The concept of positioning consumer culture has been developed to respond to the emerging consumer global culture. Marketers employ positioning strategies so that they appeal to both global and local consumers. Very little is known about how consumers would respond to the positioning strategies. The global Collective identities and all national identifications are related strongly to how the global and local consumers respond to positioning. Personality has been discovered to predispose individuals in adapting collective identities. Openness traits of personality to experience are related to national and global identity. There are different levels of global and national identity, which include, individual, collective and relational (Stanford 60).

The relational and collective identities are related closely to social identities. It is not possible to carry out exploration on the various consumer behaviors if consumer personality is not included. Personality accounts for a lot of variance in behavior. Personality variables assist in development of conceptual frameworks that are integrated. The most accepted conceptions about personality are the main domains of personality. They are inclusive of agreeableness, extraversion, openness, conscientiousness, and neuroticism. These five personal traits help in developing a theory made of five factors. It is important for analyzing of both culture and personality to be carried out together since they constitute each other. Research shows that there exist no frameworks or justifications to link up the personality traits with collective identity (Stanford 78).

Questions

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How does understanding of personality traits influence marketing strategies?

What societal influences can play a relevant role with personality traits?

What causes the increased occurrences of complex collective identities?

Works Cited

Stanford, A. " Responsiveness to Global and Local Consumer Culture Positioning: A Personality and Collective Identity Perspective." *Journal of International Marketing* (2012): 58-73.