

Consumer behaviour – five-factor model of personality

[Psychology](#), [Personality](#)



Other than the categorizing of profiles, Cent also uses animated figures to better illustrate what each profile represents. Other than segmenting profiles to suit the efferent group of consumers, customization also comes into play. Customization allows consumers to express themselves to the fullest through the variety of designs to choose from. Marketers believe that an individual's personality is the driving force of their behavior and self-concept makes up the individual's thoughts and feelings in relation to themselves as an object.

Personality aids marketers in categorizing consumers into different segment base on a single strait or multiple traits, like in the article, marketers segment consumers base on phone usage and personality traits vying them more guide to developing better marketing strategies and communications. The article shows us how the Five-Factor Model of personality aid marketers in assessing consumers' personality and how segmentation can effectively help marketers to target the right category of consumers.

In this case, trait theory was used to explain phone usage differences; looking through the chapter do you think there are other individual characteristics that could also be used to better explain mobile phone usage? From the case, the Five-Factor Model of Personality - Openness to experience, Consciousness, Extroversion, Agreeableness, and Neurotics, was used to measure and asses the personality traits of mobile phone users. Besides the trait theory, individual characteristics such as the need for uniqueness and susceptibility to interpersonal influence could be used to better explain mobile phone usage.

Individual who has the needs for uniqueness tends to be unique. Those who have high needs for uniqueness tends to seek individuality and are constantly finding ways to stand out among the crowd. These individuals are unconcerned about criticism for their choices, as they do not need to fulfill to other's expectations or tankards either in appearance or possessions. Being unique can be identified by the choice of how mobile phone are being used in terms of its functionality, design, multiple Remington, and the user's customization such as clip-on phone accessories. These help to express their unique personality and/or self.

Similarly, individuals may tend to be consumer susceptibility to interpersonal influence (ASCII). Individuals expect others to evaluate their choice decisions, which might lead them to make choices different from the ones they would have made in the absence of public observation. ASCII have an influence on information processing, attitude development and purchase behavior. Individual use other's norms, values Consumer Behavior By ameliorates and behaviors as a model tort their own attitudes and behaviors, the willingness to comply with the expectations of others and gather information by observing others.

Those high in ASCII use specific brands to either fit into their social groups or stand out, which may lead to different choice decisions and less personal satisfaction. Using Horner's compliant personality, these individuals desire to be loved, wanted ND appreciated within their social groups. Hence, they have the tendency to manifest interpersonal influence, on individual decision on their mobile phone choices and how they personalized their mobile

phone. Why is it important that marketers have an understanding of personality traits and how they affect consumer behavior?

No two consumers are exactly alike as their personalities, no matter how similar, are bound to differ in certain characteristics. Two parties may be highly dogmatic but possess different levels of self-monitoring. As such, it is beneficial for marketers to understand personality traits to market reduces effectively to different market segments, and not via the "one-size-fits-all" method. It allows marketers to understand their consumers better and to effectively segment and target consumers who are more probable to responding positively to their product or services.

With reference to Case Study 3, Table 1 shows a comprehensive list of profiles matched with consumer benefits and phone features. Each set of features attract different consumers who feel that such features are necessary for their work or lifestyle. Some phone users may choose to customize their phones by changing their ingestion, wallpaper or even "billing-inning" the phone when out at nightclubs. Using the knowledge of how personality traits influence consumer behavior, marketers are able to categories consumers based on their personalities and requirements and market products that best suit their needs.

In this chapter three main types of personality were discussed, Freudian theory, Neo-Freudian theory and trait theory. Why do you think trait theory has proven to be a popular approach to understand consumer behavior? The Freudian theory, from Sigmund Freud, is developed from the basis that

unconscious needs or drives are at the heart of human motivation and personality (Coffman et al. , 2011). It was proposed that the human personality consists of three interacting systems, the 'id, the superego and the ego.

The id is deemed as the 'Warehouse' of primitive and impulsive drives and is concerned with maximizing immediate pleasure and minimizing pain. The individual seeks to satisfy one's desire impulsively, without much consideration for the method of satisfaction. The superego is the individual's internalization of the society's morals and ethics. It prevents the impulsive forces of the id. The ego is the individual's conscious control. It acts as a balance between the impulsiveness of the id and social restraints of the superego.

The Neo-Freudian Personality theory believes that social relationships are essential to the titration and development of an individual's personalities. There are three personality groups of individuals: compliant, aggressive, and detached. Compliant individuals are those who desire to be loved and wanted, and thus move towards others. Aggressive individuals desire excellence and move against others. Detached individuals move away from others as they desire independence and self- efficiency. The Trait theory is significantly different from qualitative approaches that define the Freudian and neo-Freudian theories.

Trait theory is a quantitative measurement of personalities and focuses on individual differences, strengths, and weaknesses. It describes individuals

with a combination of traits and is, therefore, more multi-dimensional than the first two theories aforementioned. The 'Big Five' model also provides depth to the myriad of personalities that can be found in consumers. The Trait theory is a more popular choice as marketers can better understand how nonusers response to different forms of marketing.

It provides a clearer understanding to the different traits that constitute an individual's personality, hence allowing marketers to marketers to carry out different types of marketing campaigns that will appeal to specific personality traits. This case mentioned the self-concept. Explain the make-up of the self-image. Self- image is how we view ourselves as a person, this includes the traits we have, our habits and the way we behave. Our self-image is very distinctive and varies between people, just like how our personality and character differ.

Most of our permanent beliefs about our self-image are developed in our childhood, through interactions with people such as our parents. This goes on to our adolescent years, teenage years and so on. The people whom we interact with play a huge role in forming our self- image. Our concept of self-image can transform through our lives as our social circle changes. There are four kinds of self-image: 1) actual self-image, 2) ideal self-image, 3) social self-image and 4) ideal social self-image.

Actual self-image is how they are really; ideal self-image is how they would like to be ND ambitious; social self-image is how they feel they are seen by others; ideal social self-image is how they would like others to see them. The

products and brands we purchase are based on how consistent they are with our self-image. We tend to buy only products that match or enhance our self-image and products that do not are generally not taken into consideration. Consumers are guided by their actual self-image when they are purchasing personal or household goods (Toothpaste) but they are guided by either social self-image or ideal social self-image when they are purchasing other luxury goods such as cars. Marketers can make use of the concept of self-image to market their product to consumers. By studying the basis of the relevant consumer self-images, they will be able to segment their products, then position it as "symbols" of these self-images. The needs of the consumer segment has to be identified before marketers can proceed to develop and market a product.

This product has to meet the product category as well as be an appropriate symbol of self-image for it to be successfully marketed. Explain in your own words now marketers can use concepts like personality self-concept to better market products like perfume or cars. As personality is insistent and enduring, marketers must learn the personality traits that will influence the specific consumer group that they are reaching out to, so as to effectively appeal to this targeted group of consumers. Other than personality traits, self-concept is also important.

Using Lampooning as example for this question, marketers of Lampooning must find out about the personality trait as well as the self-concept of the targeted consumers which are the car lovers and Lampooning fanatics.

Lampooning has always been a bull brand and targeting at car lovers who

are daring, like to stand out from the crowd and likes to be in control.

Lamponing has previously created the 'Ad personae' Lamponing extensive customization program where the highest degree of individuality and exclusivity are met, giving buyers every possibility of making their very own Lamponing.

Previously, the car's interior and exterior can all be customize to the very last detail, such as stitching onto car seats, changing of rims and colors of the car exterior. However, Lamponing has yet to stretch it limits to letting its clients design their very own car structure. Lamponing can have a its designer sit down and draft out the client's ideal car and eater on provide professional suggestions to further improve the overall car outlook.