

Interpretation of consumption psychology of personality customization products

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Consumers are keen on personality customization products. What kind of consumption psychology contained in such a fashionable consumption style?

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Product customization, whether on functional features or aesthetics, allow customers to create personalized products that meet individual requirement. Understanding consumer perception on personalized products reveals the rationale and psychology behind consumption trends of customized products. However, the psychology behind customization on aesthetics is obscure and is a subject of research and discussion.

Uniqueness inherent customized products gives customers a sense of control over the functional and stylistic benefit derived from products. The existing need for uniqueness fueled by individual character, culture and social influence, is influencing change in consumer preference for customized products. The fact that customers relate to products suggest that products functionality and aesthetics reflect on individual preference and character. In such believe, personality customization provides consumers with a platform to create, protect and express personal identity. The strive for uniqueness has created a marketing age prolific of creative ideas in customization of products. Product customization is a value production, keen on personal perspective, through which consumers empowered and products individualized rather than standardized. Customer demonstrates uniqueness

through acquisition, utilization and disposition of customized products.

Uniqueness is aimed at creating a social identity for the purpose of gaining social status and the driving force behind personalized customization and the associated consumption trends. Considering cases of deliberate customization of products to impart social meaning, logic suggests that the acquisition of customized products creates social differentiation.

The fundamental question that addresses the consumption trend on customized products lies on the perceived values of personalized products.

In general, research findings indicate an immense difference in the perceived value of customized products among consumers. Based on consumer evaluation on cost value, customized products are held with higher regard than their non-customized alternatives. There exists a direct relationship between the visual product aesthetics and uniqueness, and perceived product value. However, consumer assessment on product value corresponds to the perception of the fulfillment of individual requirements and desires. The ability of the customer to align the qualities of a product with his individual requirements and desires leads to the realization of the full value of products. In so doing, the customer finds a just reason to invest in products through customization. There is also the value invested in the social recognition implied in the perceived risks associated with acquiring personality customized products.

The degree, with which consumers need to optimize on the objectives that influence product acquisition, varies from consumer to consumer. The need for optimization can be describe as the tendency of consumers to maximize on the derived benefits acquired from products. Product optimization drives

consumer to product customization gain toward maximizing the objective of products. In their pursuit for optimization, customers examine all possible product available and possible alternatives. However, availability of personality customization provides an easy gateway to acquiring the exact product requirement with reasonable satisfaction. Allowing consumers to express preference by spelling out the assortment of feature needed in products saves customers the psychological stress of choose from numerous alternatives. Fashionable consumption trends based on product optimization are purely motivated by mere satisfaction derived utilitarian benefit.

Reference

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