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Digital Consumer Behavior

Dr. Perihan Salah

MKT713
Master of Digital Marketing

Lecture 3



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Consumer Personality

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Learning Objectives

- To understand the scope of personality and theories of its development.
- To understand how innovativeness and other personality traits influence consumer behavior.
- To understand the personification of products and brands and its strategic applications.
- To understand self-image and its impact on consumer behavior.

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- The inner psychological characteristics
- The specific qualities, attributes, traits, factors, and mannerisms that distinguish one individual from other individuals
- Both determine and reflect how we think and act.



- Personality reflects individual differences;
- Personality is generally consistent and enduring
- Personality can sometimes change. (by my will)





Introduction

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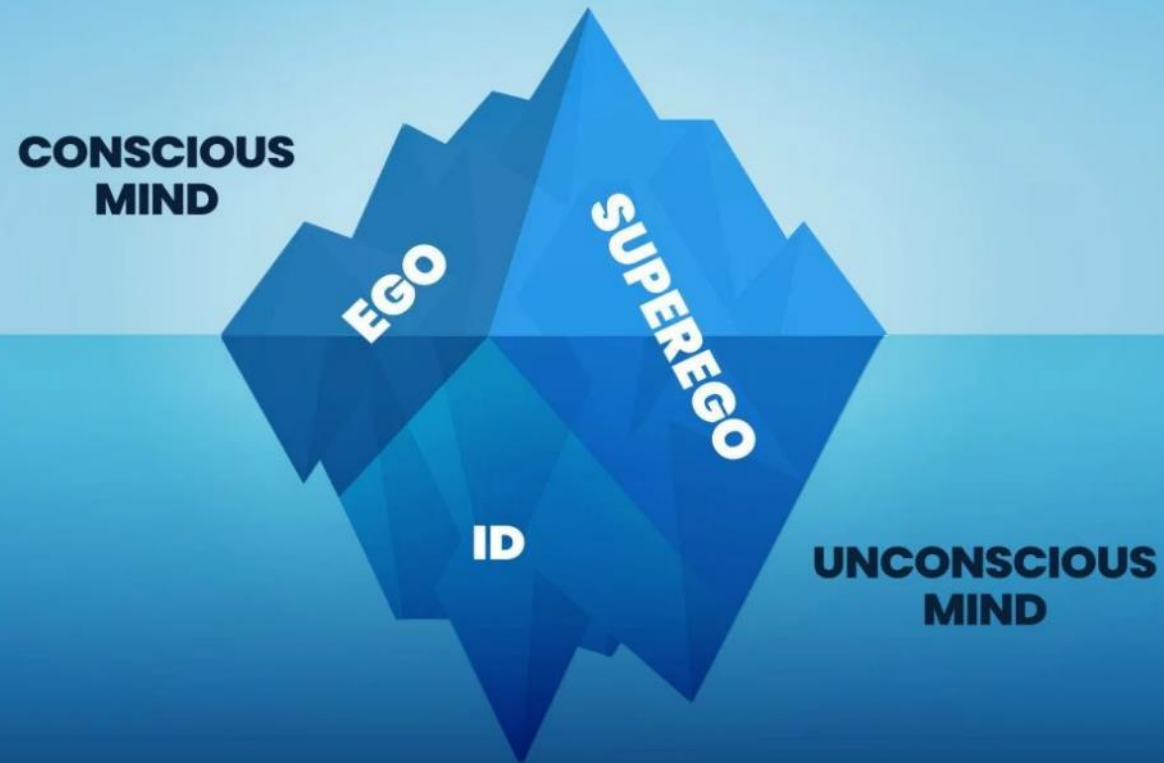
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FREUD'S ICEBERG MODEL

UNCONSCIOUS & CONSCIOUS



1. Sigmund Freud

Freud suggests unconscious needs or drives are at the heart of human motivation.

1. Sigmund Freud

- **The Id** is the “warehouse” of **primitive drives**, basic physiological needs such as hunger, thirst, and sex.
- The **superego** drives the individual to fulfill their needs in a socially acceptable function.
- The **ego** is the internal monitor that balances the needs of the id and the superego.

FREUD'S ICEBERG MODEL
UNCONSCIOUS & CONSCIOUS



Id Primal Desires Basic Nature

Your wild child



Id:
Instincts

Energy
constantly
striving to satisfy
basic drives
*Pleasure
Principle*

Ego Reason and Self Control

Your practical,
"grown up" self



Ego:
Reality

Seeks to
gratify the ID
in realistic
ways
*Reality
Principle*

Superego The Quest for Perfection

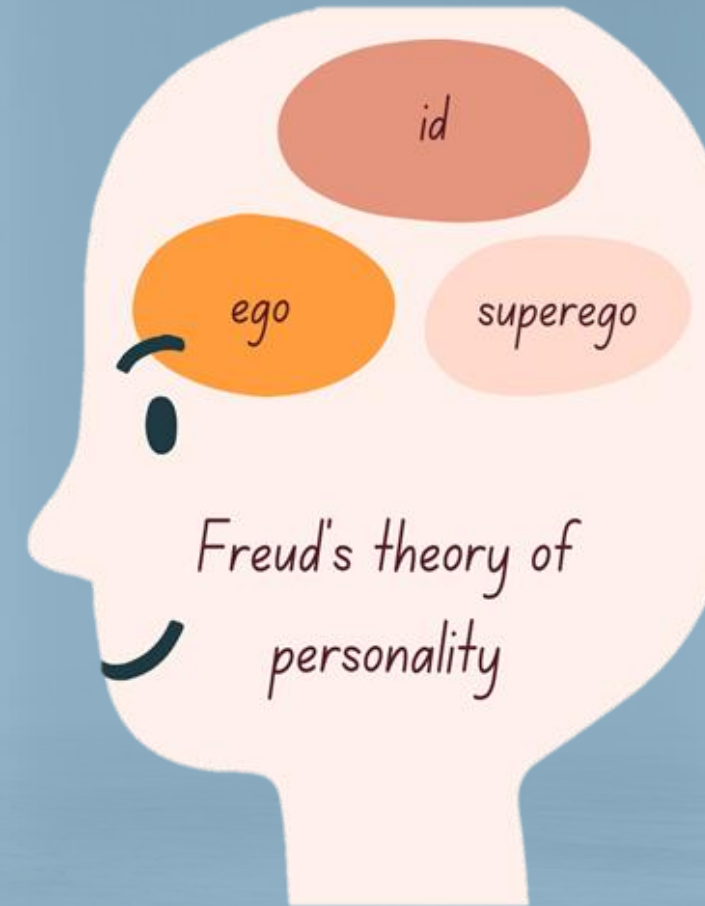
Your philosophical
and spiritual ideals



Superego:
Morality

Voice of
conscience
that focuses
on how we
*ought to
behave*

1. Freudian Theory



1. Freudian Theory

What are some products that are usually sold by telling you that the use of the product will make you attractive to the opposite gender?



ID

1. Freudian Theory



ID

1. Freudian Theory

Super ego



1. Freudian Theory



C S R



EGO
(CSR)

1. Freudian Theory



EGO
(CSR)



1. Freudian Theory



2. Neo-Freudian Personality Theory

THE NEO-FREUDIANS



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We are "NEO- freudians"

A number of followers of Freud who became dissatisfied with his myopia regarding the social conditioners of personality withdrew their allegiance from classical psychoanalytical theories along lines dictated by new orientation developed by social science.

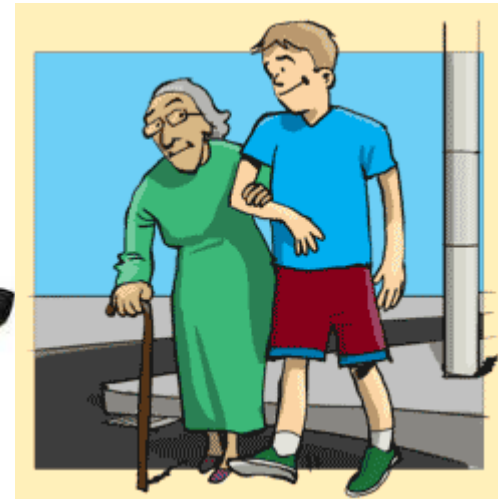


We don't agree with Freud completely...
(sexuality can't explain everything)



2. Neo-Freudian Personality Theory

- Suggests **social relationships are fundamental** to the formation and development of personality.
- Social relationships are fundamental to personality (vs. Freud's theories, which were based heavily on development).



2. Neo-Freudian Personality Theory

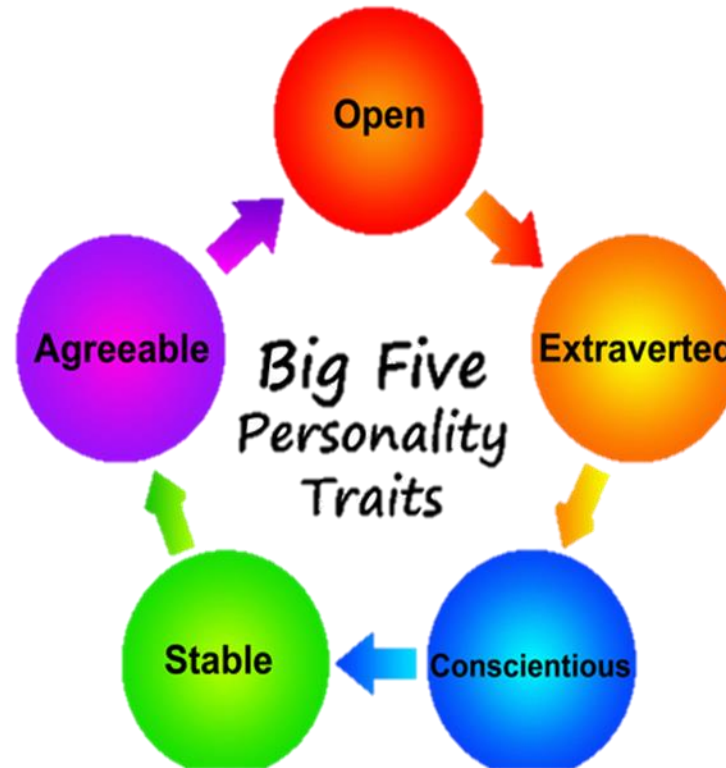
- People can be classified :(According to **Horney**).
 1. A **compliant** individual desires attention
 2. an **aggressive** desires admirations
 3. a **detached** person desires independence and freedom from obligation.

Horney focused on the surrounding effects



2. Neo-Freudian Personality Theory

- Quantitative approach to personality as a set of psychological traits.
- A trait is any distinguishing, relatively enduring way in which one individual differs from another.



3. Trait Theory

- Closed-mindedness
- Dogmatic individuals are less likely to be innovators.



Dogmatism



Inner-directed

- Consumers rely on their own inner values or standards in evaluating new products.
- **More likely** to be innovators.
- Tend to prefer ads that stress on product's benefits and features.



Social Character

Other-directed

- Consumers look to others for guidance . They are influenced by others.
- **Unlikely** to be consumer innovators.
- Tend to prefer ads that feature **social acceptance**.



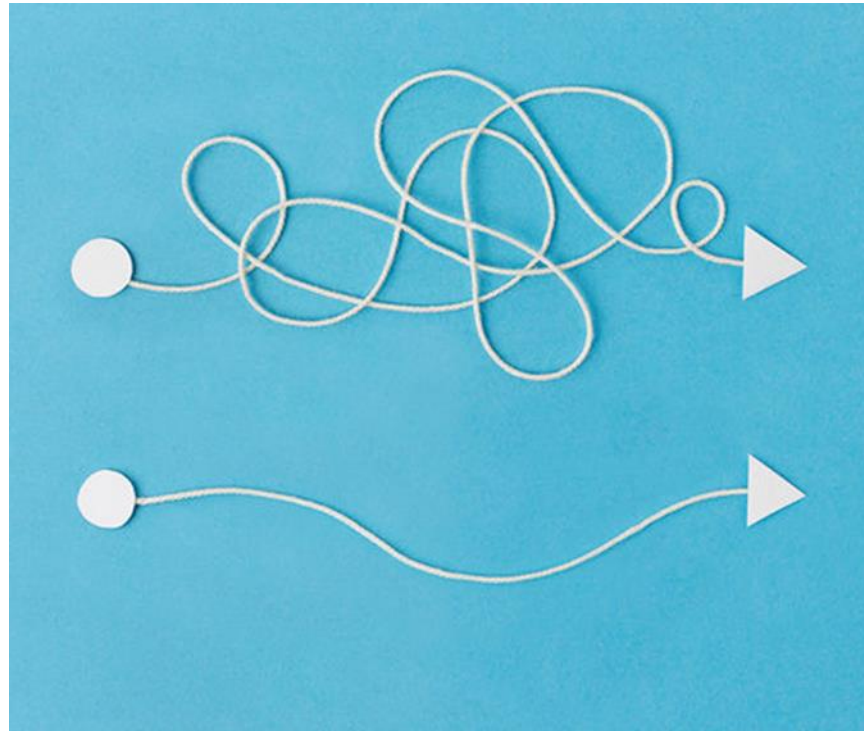
Social Character

Acquisition of consumer goods in order to enhance one's personal and social identity.



Need For Uniqueness

- The degree to which people like novel, complex, and unusual experiences (i.e., **high OSL**)
- Or prefer a simple, uncluttered, and calm existence (i.e., **low OSL**).



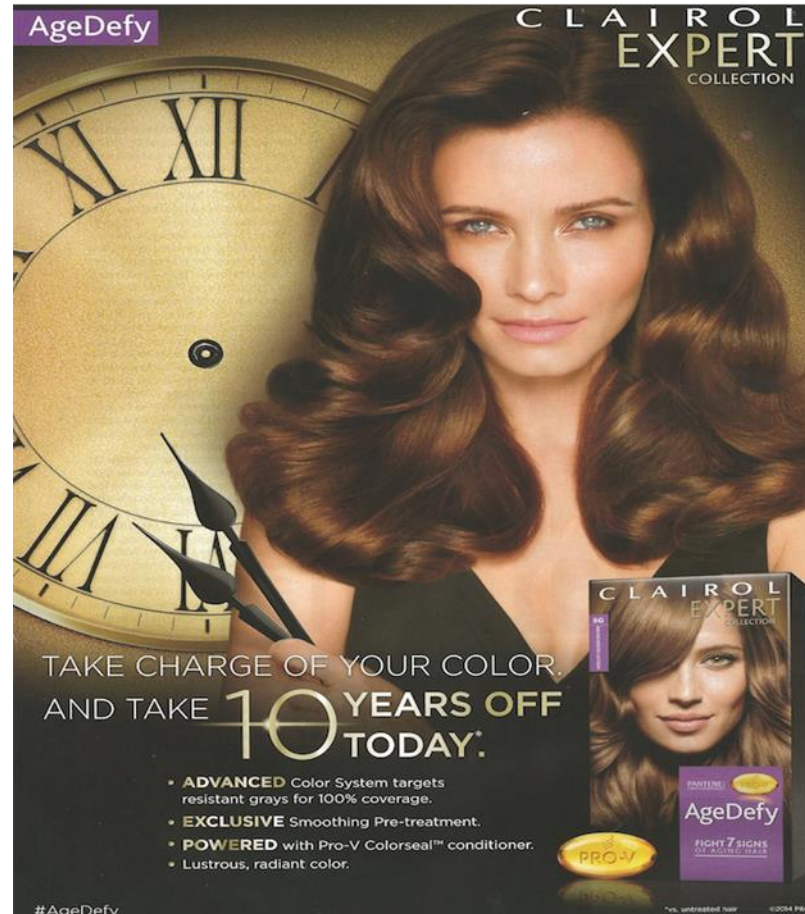
Optimum
Stimulation
Level (OSL)

- One's need for varied, novel, and complex sensations and experiences, and the willingness to take **risks** for the sake of such experiences.



Sensation Seeking

- Prefer promotional messages containing a lot of written, textual, and verbal information.



Verbalizers

- Gauges, preoccupied with purchasing and showing off physical possessions that are mostly nonessential and often conspicuous luxury goods.



Materialism

- Willingness to buy or not buy foreign-made products.



Ethnocentrism

- Refers to collectors' and hobbyists' tendency to accumulate items that are related to their interests and show them off to friends and others with similar interests.



Fixated Consumption

- Addictive and out-of-control buying that often has damaging consequences for both the compulsive shopper and those around him or her. (Shopaholics)



Compulsive Consumption

TABLE 3.9 Illustrative Characteristics of Compulsive Consumers

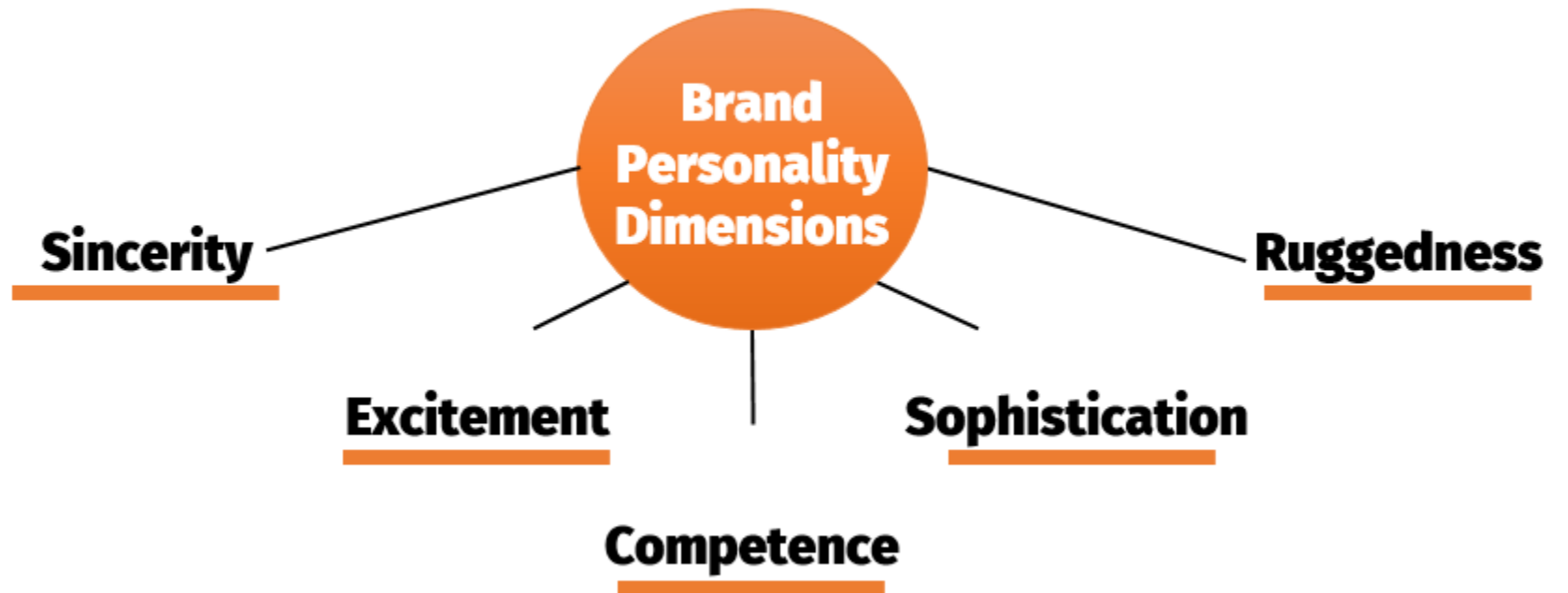
- Have an irresistible urge to shop as soon as they enter a shopping mall.
- Often buy products they do not need despite having little money left.
- They feel compelled to spend the money they have left at the end a period.
- Feel others would be horrified if they knew about their shopping habits.
- Buy things although they cannot afford them.
- Buy things to make themselves feel better.
- Knowingly write checks that will bounce.

Compulsive Consumption

Brand Personality



Brand Personality Dimensions



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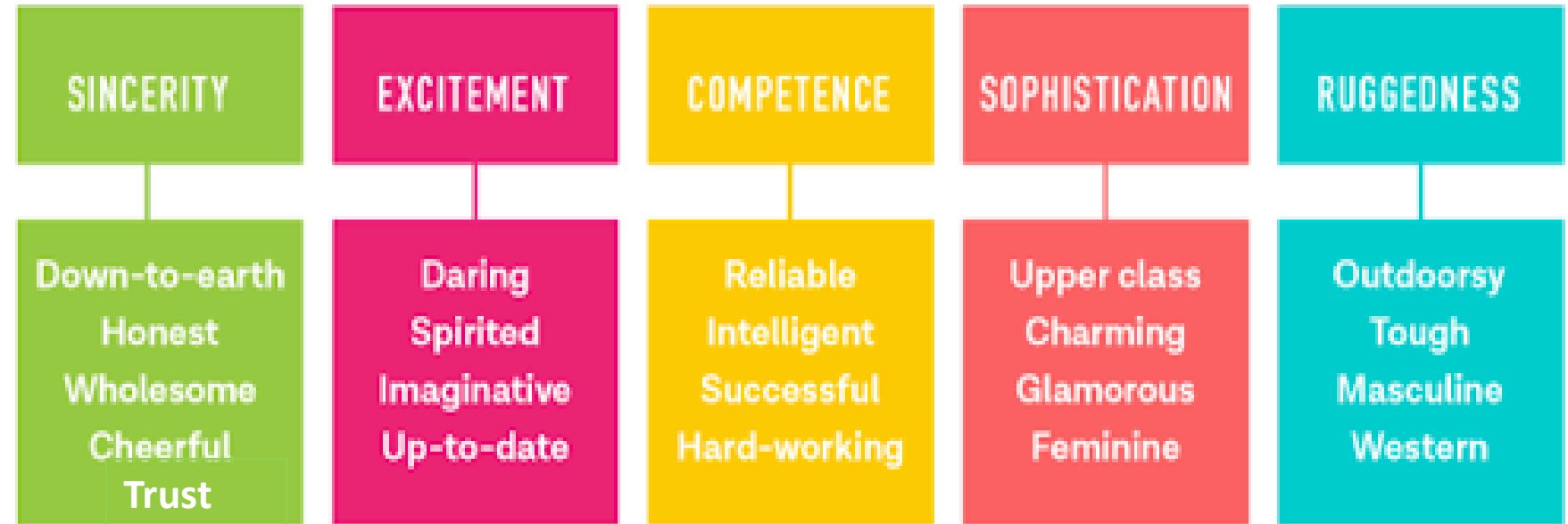
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BRAND PERSONALITY FRAMEWORK



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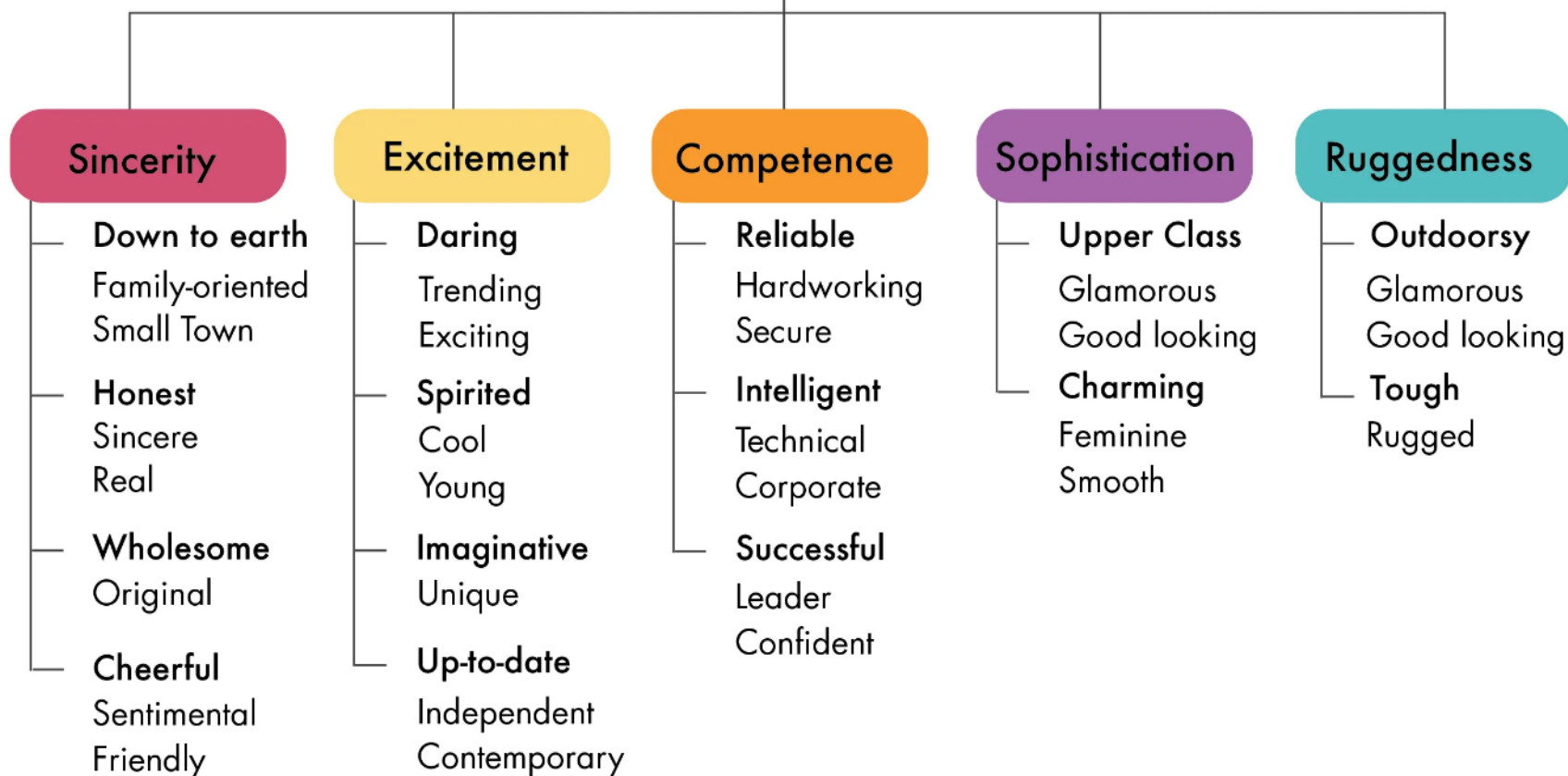
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Brand Personality



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Brand Personality

Sincerity



amazon

Cadbury

Excitement

TESLA



Coca-Cola



Competence

VOLVO

Google



Microsoft

Sophistication

TIFFANY & CO.



GUCCI



Ruggedness



Timberland

Jeep

Marlboro

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Brand Personality Dimensions



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RUGGEDNESS
OUTDOORSY



REBEL



RUGGEDNESS

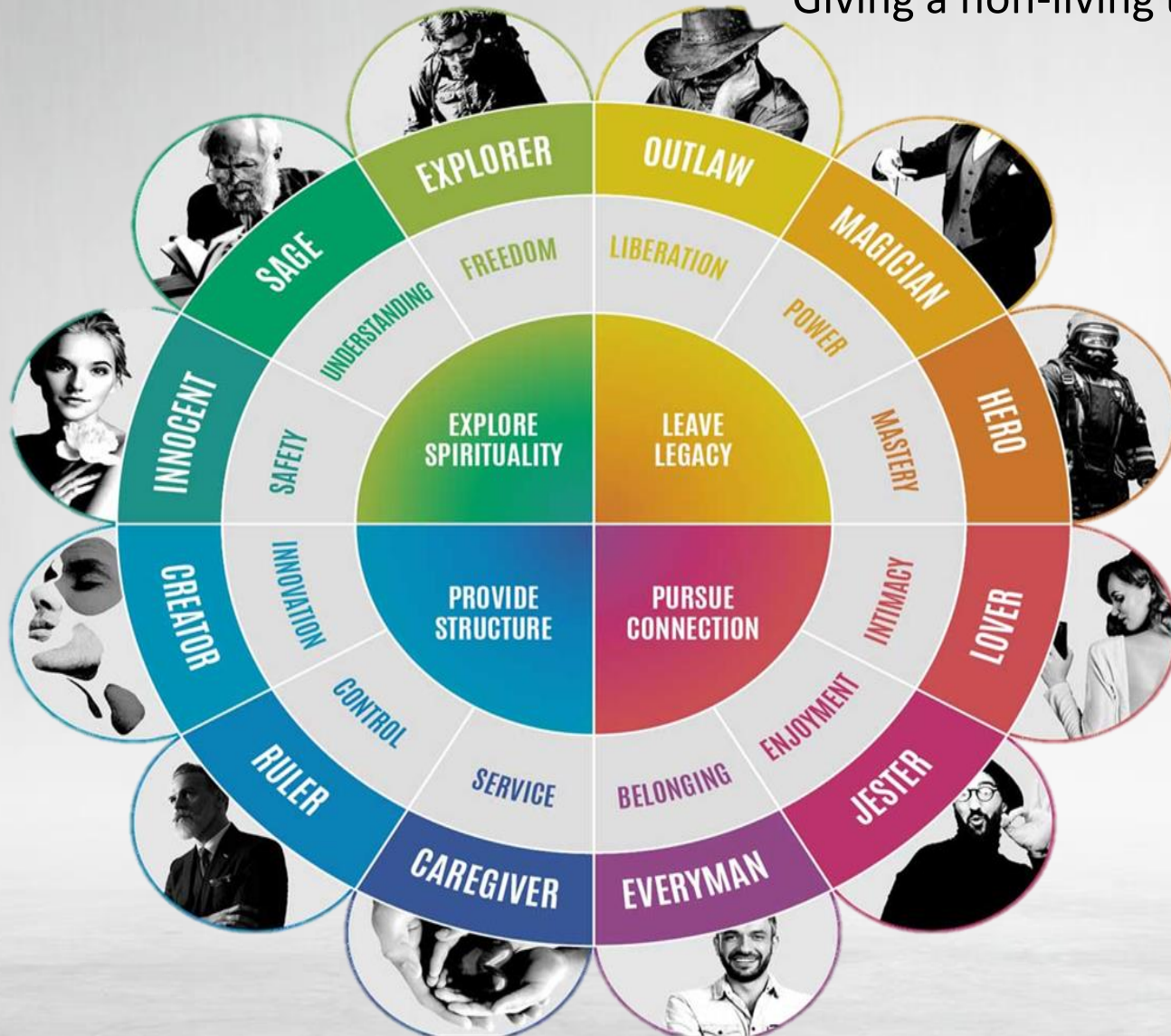


WHACKY

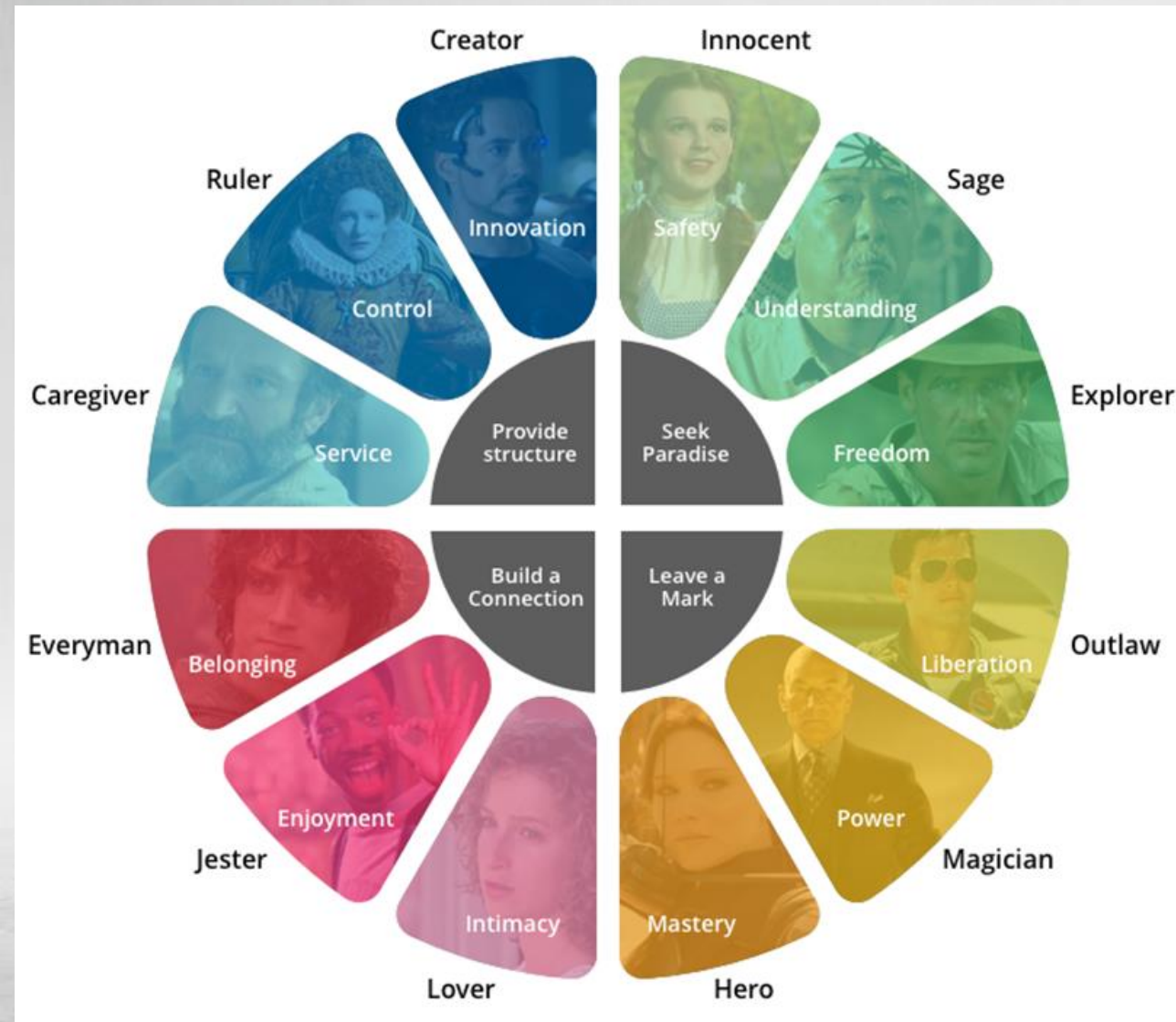


Brand Archetypes

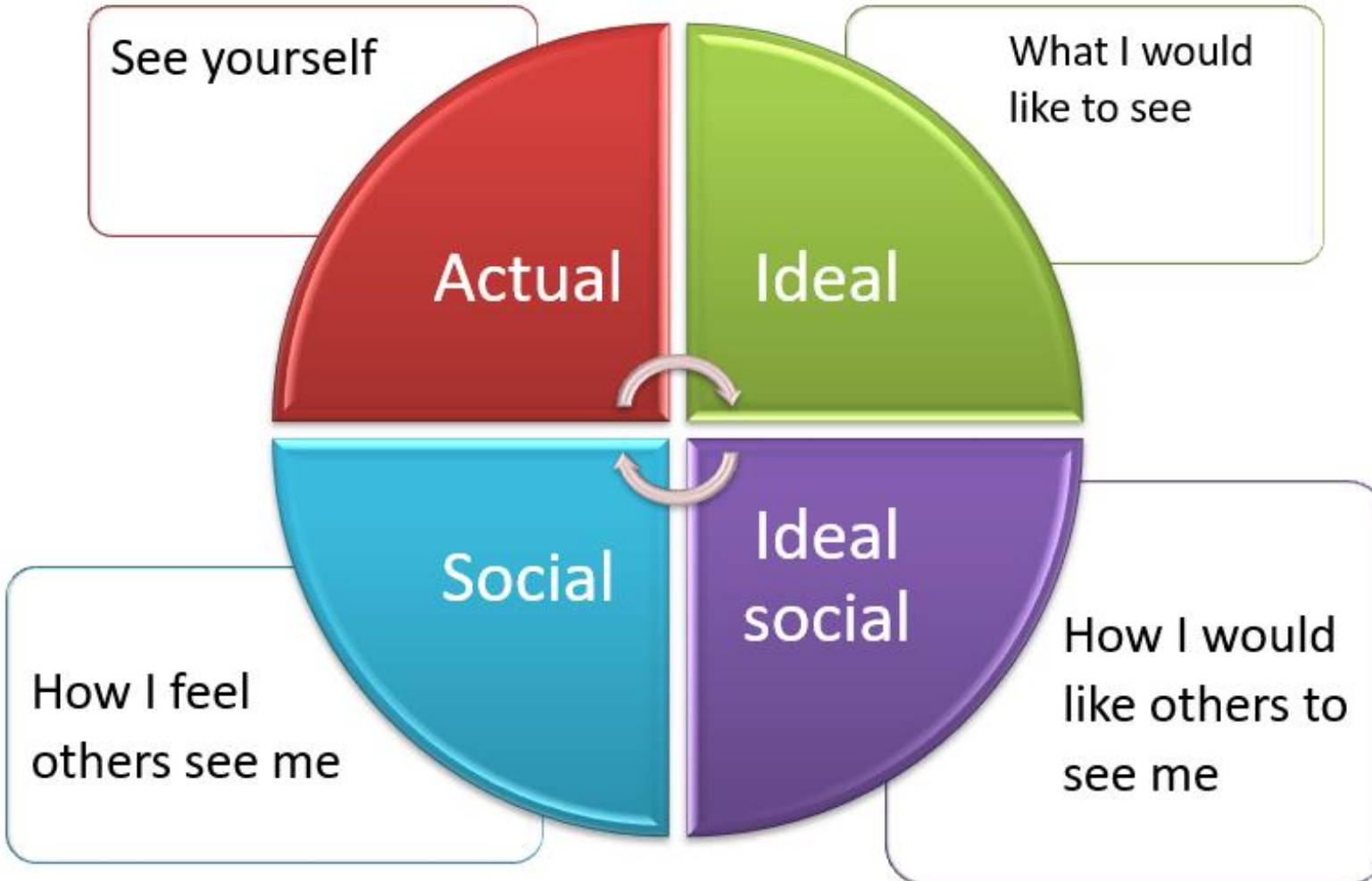
Giving a non-living thing a living character



Brand Archetypes



Four Components of Self-Image



Vanity and Consumer Behavior

- Vanity has been investigated in terms of
 - Physical Vanity
 - Achievement Vanity





Physical Vanity

which is excessive
concern physical
appearance



Achievement Vanity

which is excessive
concern one's personal
achievements.

Vanity and Consumer Behavior

Consumer Vanity

- Physical vanity
- Achievement vanity



Consumer Behavior

- Materialism
- Use of Cosmetics
- Concern with clothing
- Country club membership



1. Are a lucrative market for personal care and beauty products;
2. Welcome promotional messages showing that they attract others' attention;
3. Are receptive to promotional messages featuring personal achievement.

Vain Consumer



To Sum Up...

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Thank You
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