

Digital Consumer Behavior

Dr. Perihan Salah

MKT713
Master of Digital Marketing

Lecture 3



Consumer Personality

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Prepared by
Dr. Perihan Salah

- **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.**



Consumer Personality

- 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.



Consumer Personality

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



FREUD'S ICEBERG MODEL

UNCONSCIOUS & CONSCIOUS

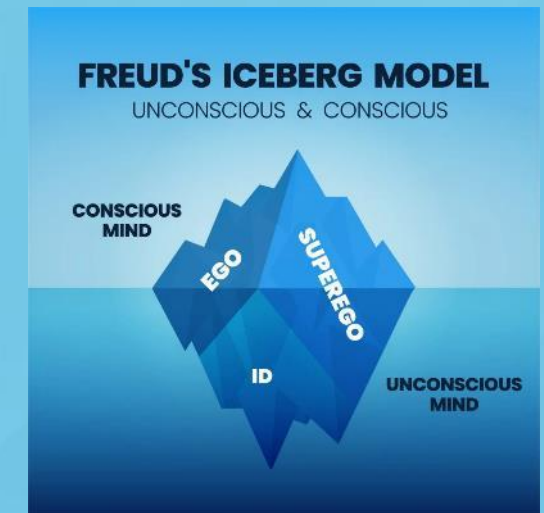


1.
Sigmund
Freud

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

- **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.

1. Sigmund Freud



Theories of Personality

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

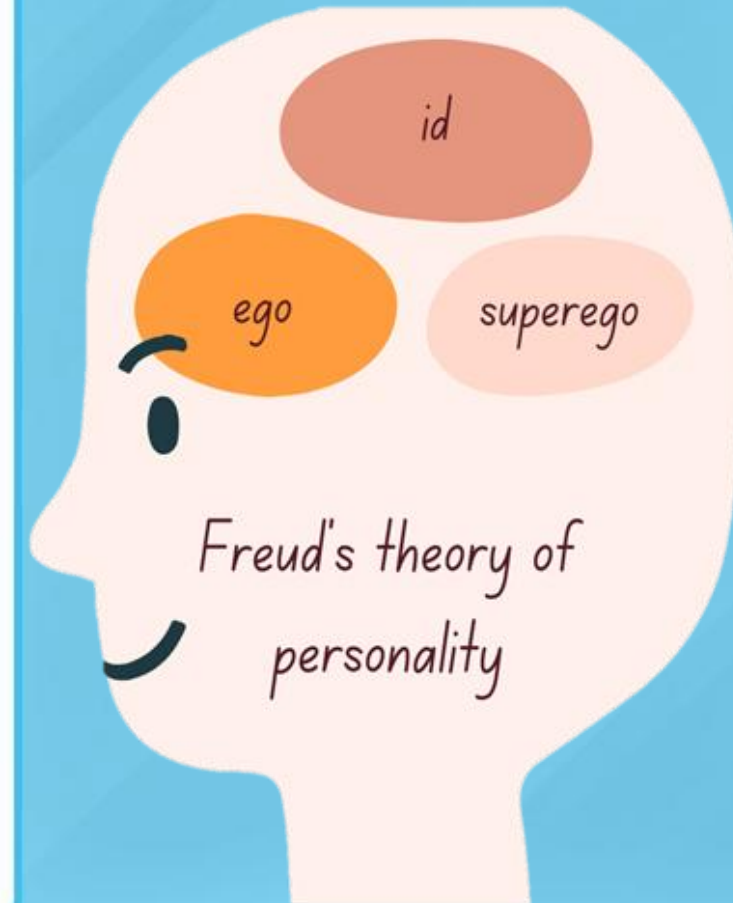
Your philosophical and spiritual ideals



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



EGO
(CSR)

1. Freudian Theory



EGO
(CSR)

1. Freudian Theory



1. Freudian Theory



2. Neo-Freudian Personality Theory

THE NEO-FREUDIANS



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.

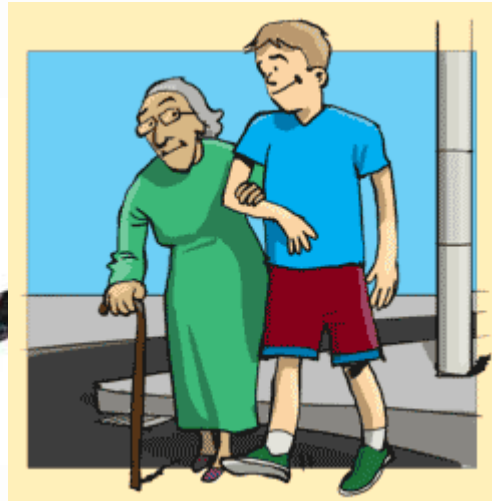


We don't agree with freud completely...
(sexuality cant explain everything)



2. Neo- Freudian Personality Theory

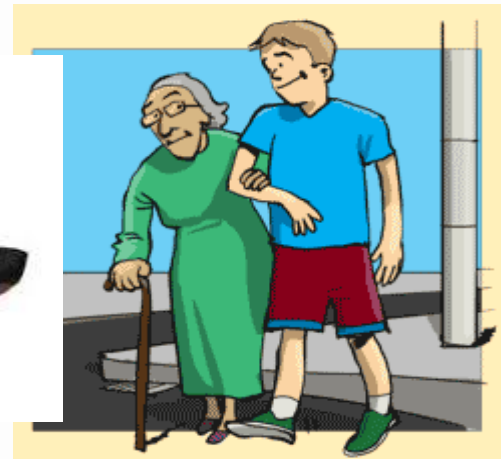
- Suggests **social relationships are fundamental** to the formation and development of personality.
- Social relationships are fundamental to personality (vs. Freud's theories, which were based heavily on development).



2. Neo-Freudian Personality Theory

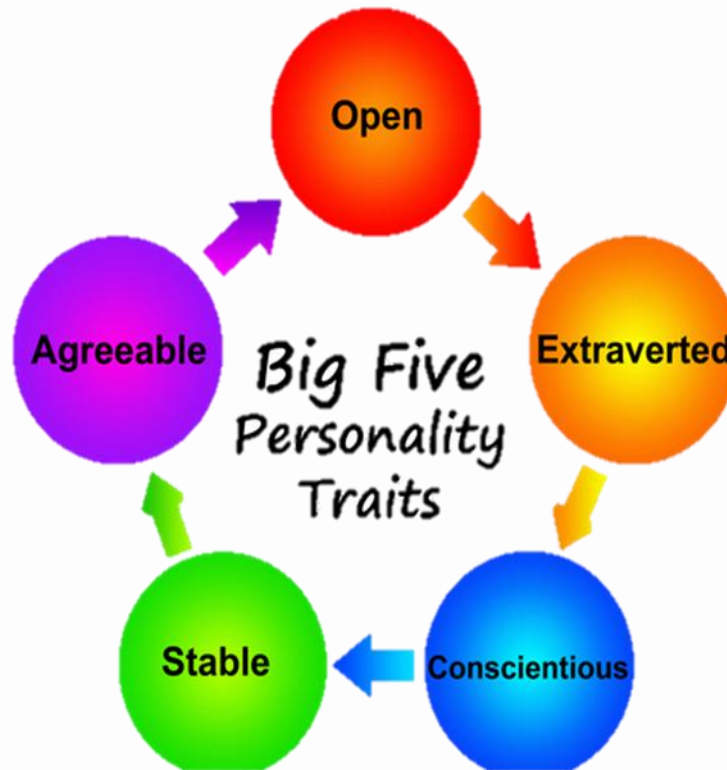
- People can be classified :(According to **Horney**).
 1. A **compliant** individual desires attention
 2. an **aggressive** desires admirations
 3. a **detached** person desires independence and freedom from obligation.

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**.



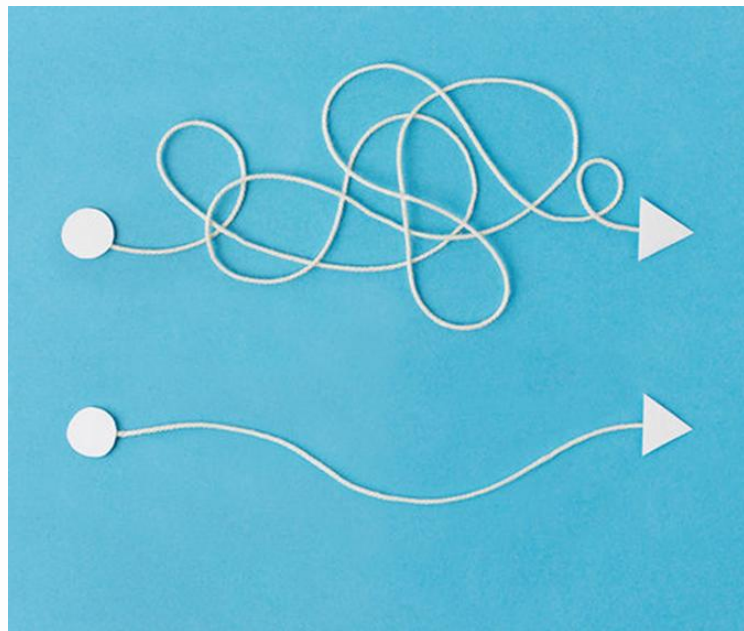
Social Character

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**).



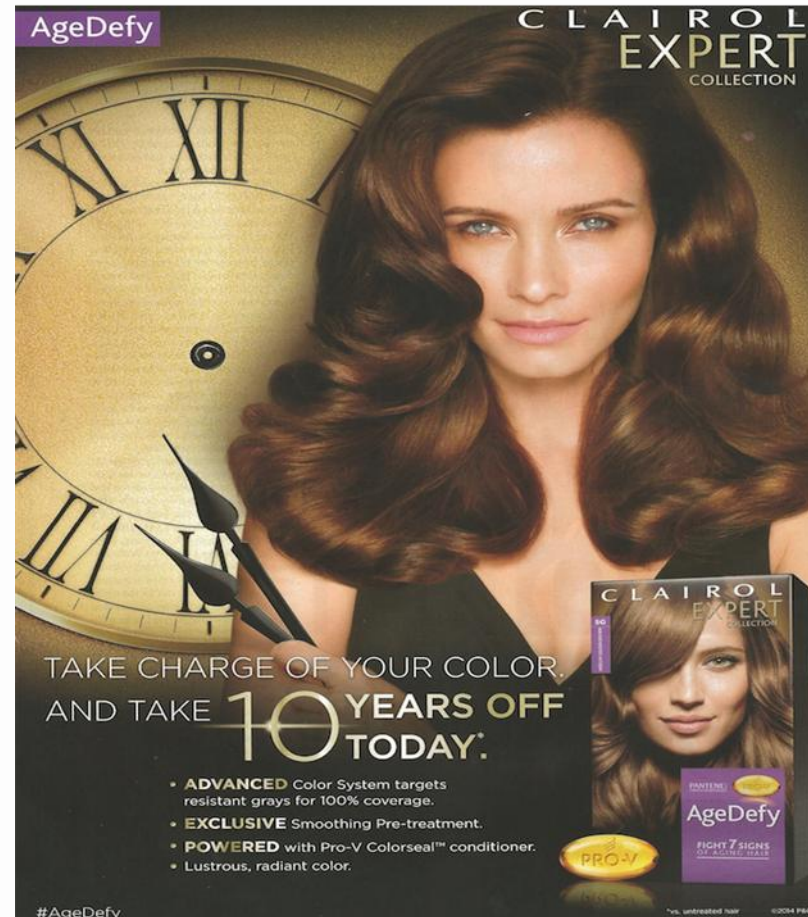
**Optimum
Stimulation
Level (OSL)**

- 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

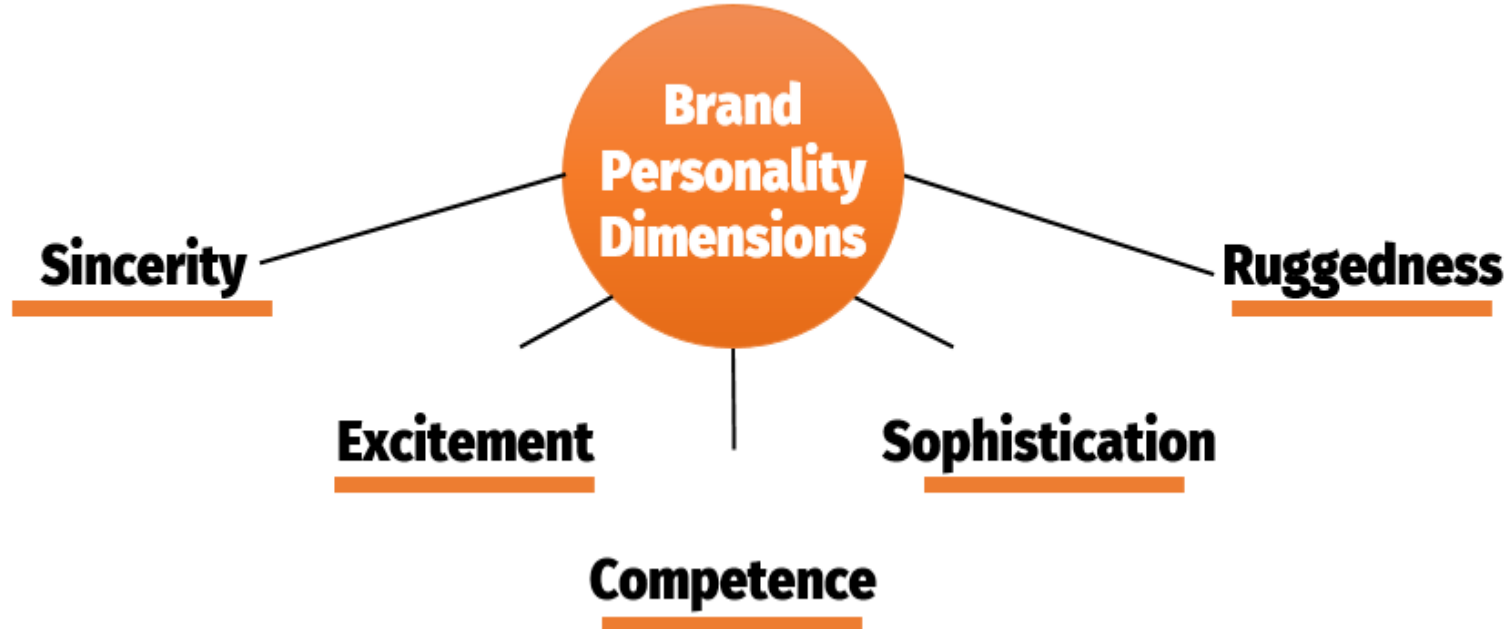
TABLE 3.9 Illustrative Characteristics of Compulsive Consumers

- 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.

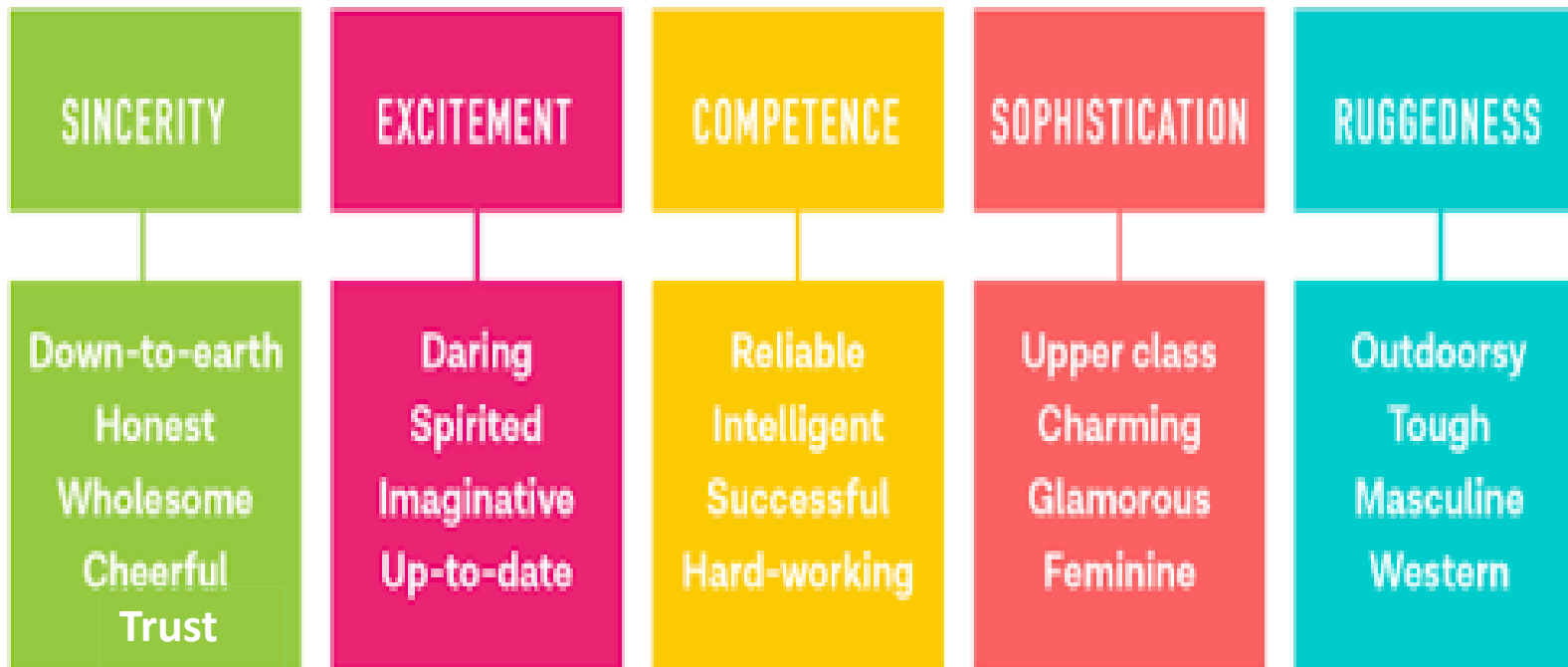
**Compulsive
Consumption**



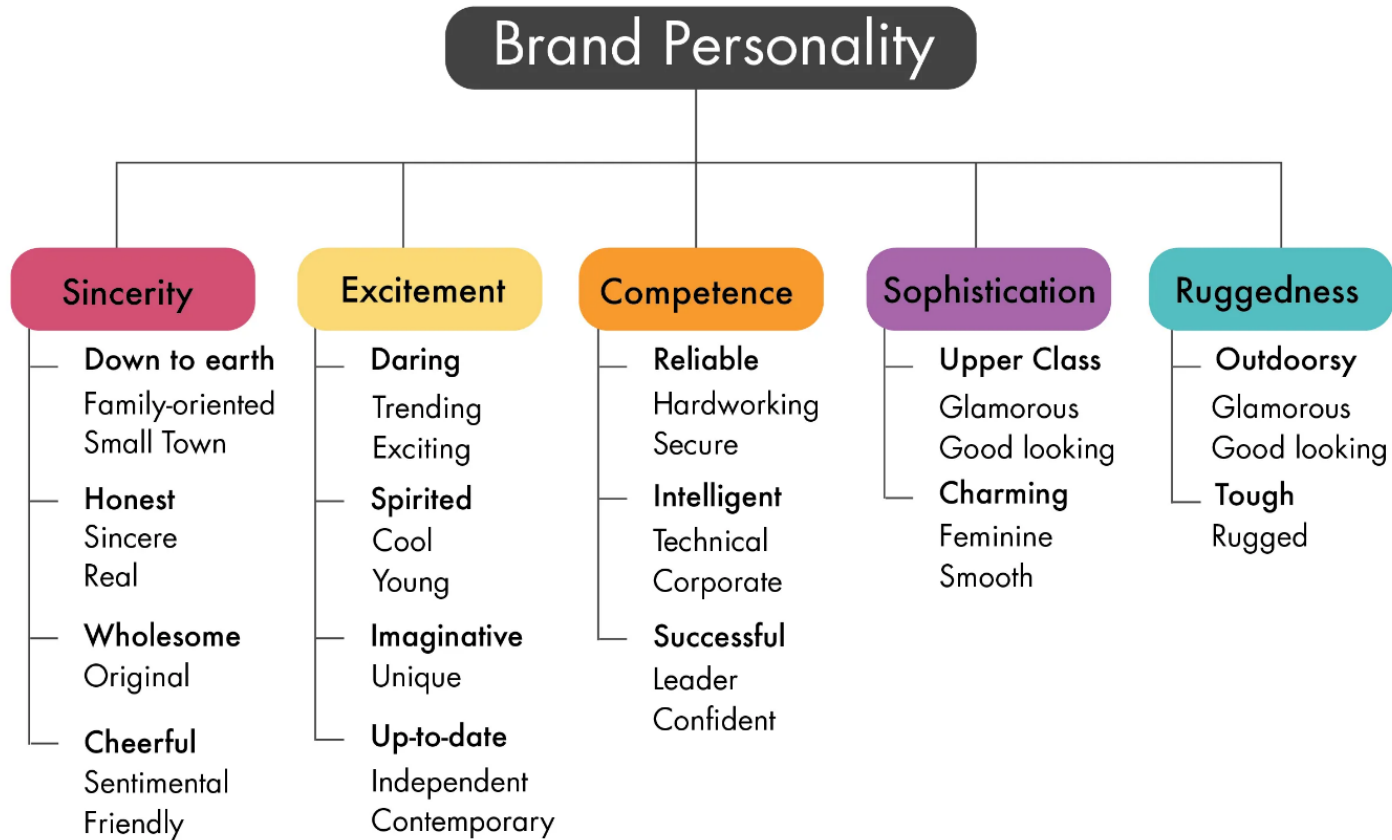
Brand Personality Dimensions



BRAND PERSONALITY FRAMEWORK



Brand Personality Dimensions



Brand Personality

Sincerity



amazon



Excitement



Competence



Sophistication

TIFFANY & CO.



GUCCI



Ruggedness



Timberland

Jeep

Marlboro

Brand Personality Dimensions



WOODLAND

RUGGEDNESS
OUTDOORSY



REBEL



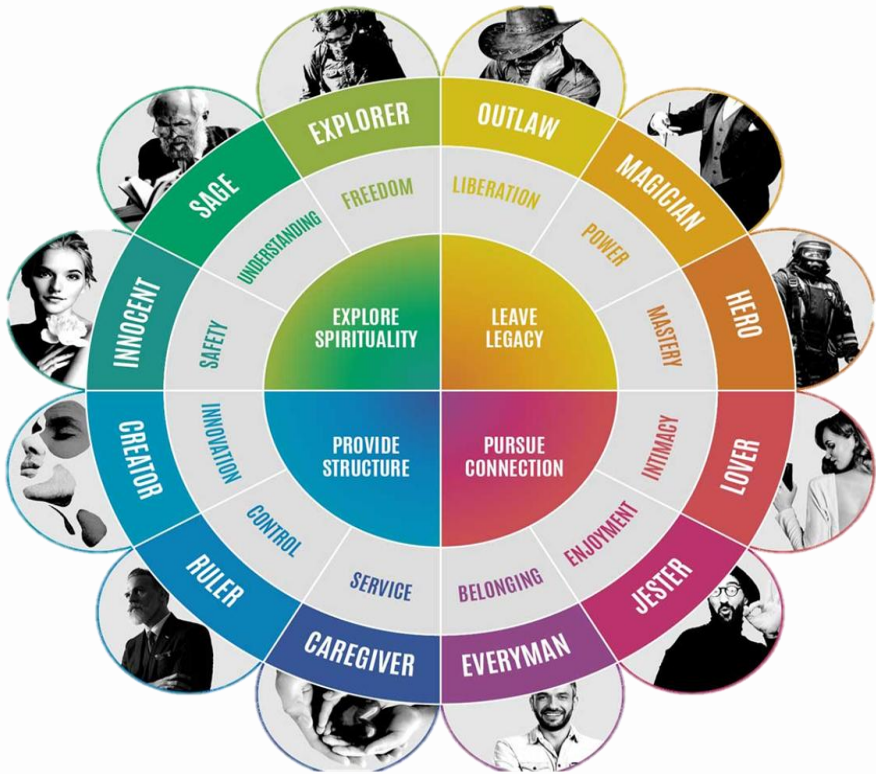
RUGGEDNESS



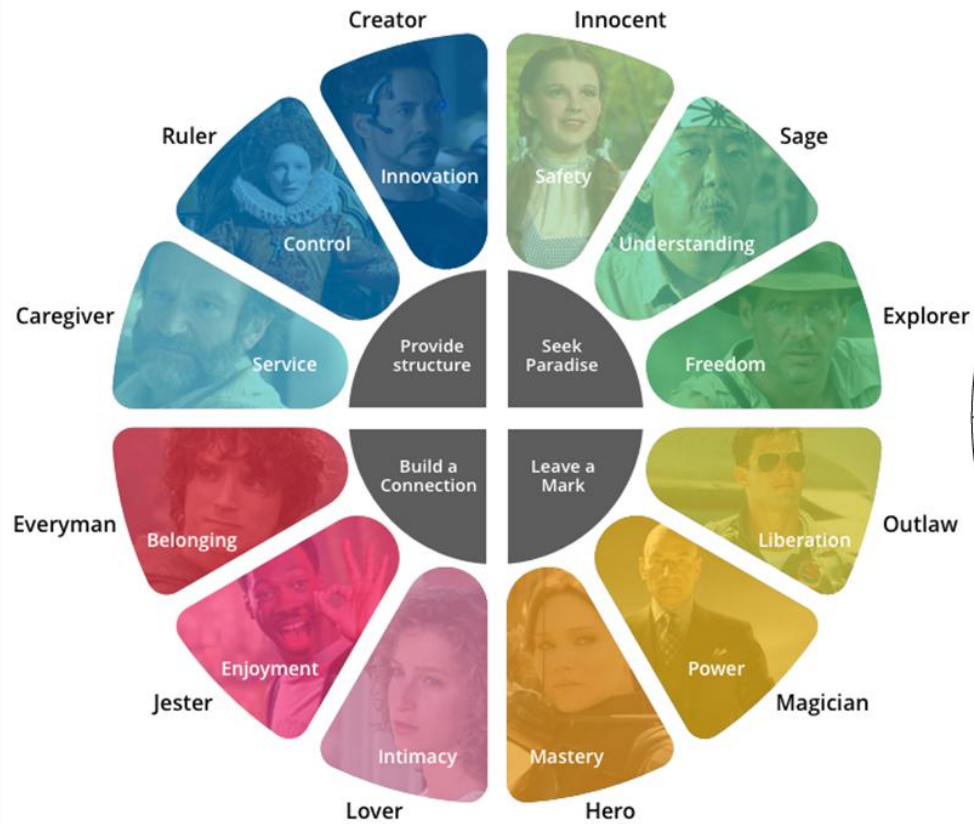
WHACKY

Brand Archetypes

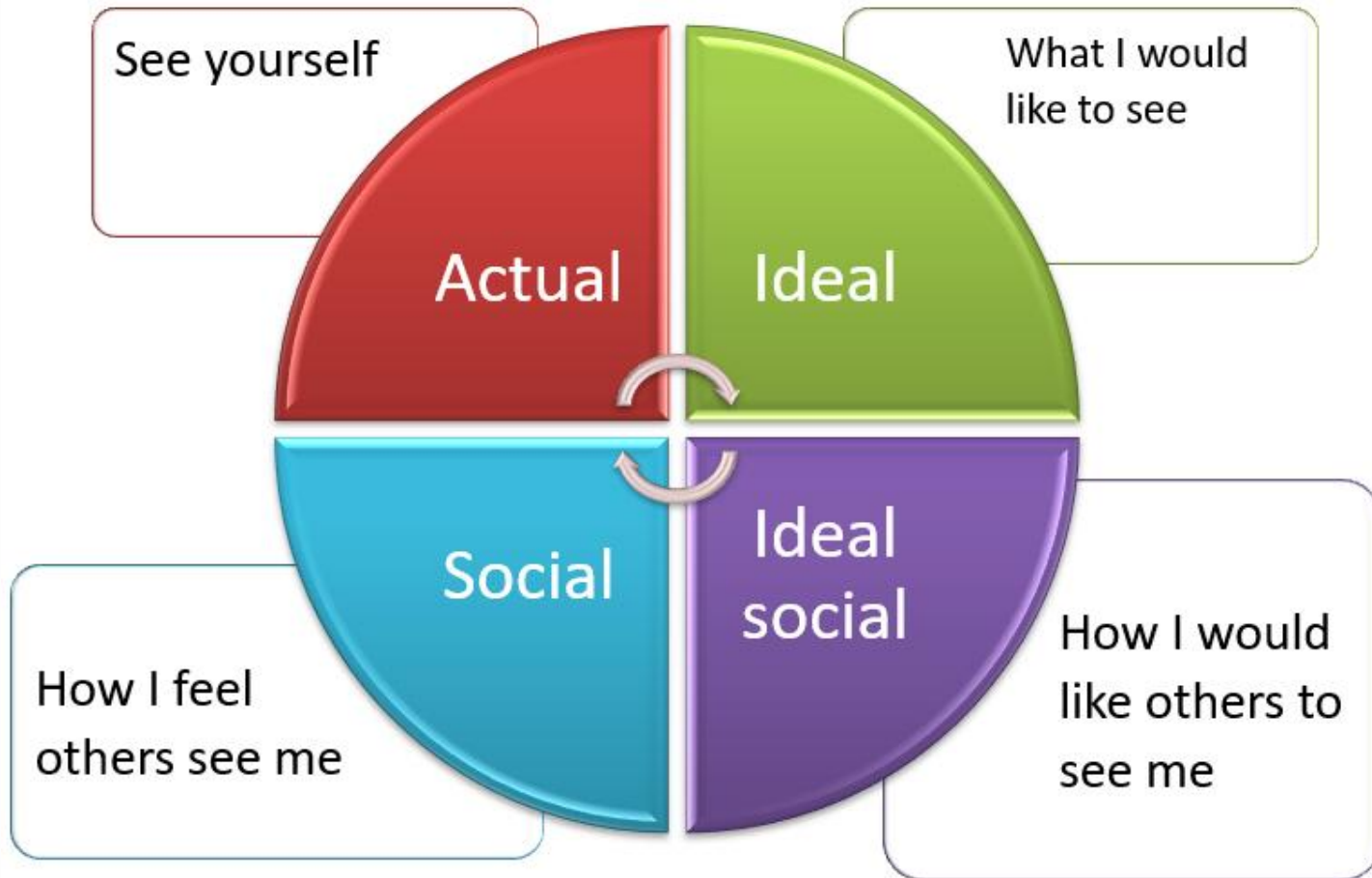
Giving a non-living thing a living character



Brand Archetypes



Four Components of Self-Image



Vanity and Consumer Behavior

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



Two Types of Vanity (Pride)



Physical Vanity

which is excessive
concern physical
appearance



Achievement Vanity

which is excessive
concern one's personal
achievements.

Two Types of Vanity (Pride)

Vanity and Consumer Behavior

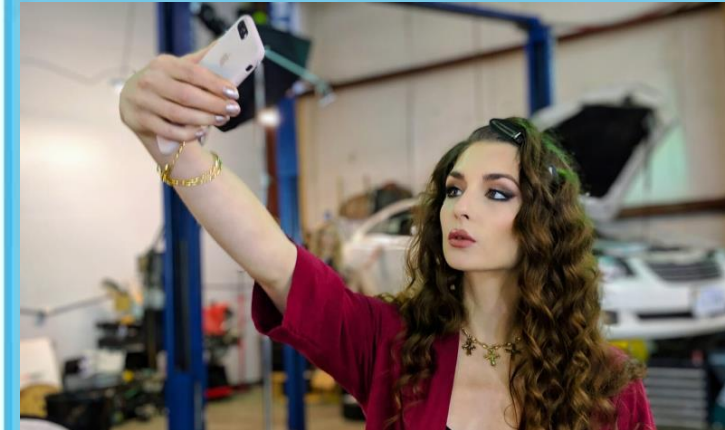
Consumer Vanity

- 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.



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To Sum Up...

Chapter

03



Thank You

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