Chapter 6
Personality and Psychographics
When you finish this chapter, you should understand why:

• A consumer’s personality influences the way he or she responds to marketing stimuli, but efforts to use this information in marketing contexts meet with mixed results.

• Brands have personalities.

• A lifestyle defines a pattern of consumption that reflects a person’s choices of how to spend his or her time and money, and these choices are essential to define consumer identity.

• It can be more useful to identify patterns of consumption than knowing about individual purchases when organizations craft a lifestyle marketing strategy.

• Psychographics go beyond simple demographics to help marketers understand and reach different consumer segments.

• Underlying values often drive consumer motivations.
Objective 1: Personality

• **Personality** refers to a person’s unique psychological makeup and how it consistently influences the way a person responds to his or her environment.

• Characteristics that differentiate one person from another and that lead people to act in a consistent and predictable manner, both in different situations and over extended periods of time.
  - There has been debate about whether the concept of personality is valid since it changes with situations and circumstances.

• Marketing strategies often include some aspect of personality.
  - These dimensions are usually considered in conjunction with a person’s choice of leisure activities, political beliefs, aesthetic tastes, and other personal factors that help us to understand consumer lifestyle.
Consumer Behavior on the Couch: Freudian Theory

• Austrian neurologist and the founder of psychoanalysis

• Sigmund Freud developed the idea that much of one’s adult personality stems from a fundamental conflict between a person’s desire to gratify their physical needs and the necessity to function as a responsible member of society.
Freudian Systems separate the mind into three parts

- The **id** (which is entirely oriented toward immediate gratification).
  - It operates on the **pleasure principle** (behavior guided by the primary desire to maximize pleasure and avoid pain).
  - The id is selfish.
  - The id is illogical (it acts without regard to consequences).

- The **superego** (which is the counterweight to the id).
  - It is a person’s conscience.
  - It internalizes society’s rules and it works to prevent the id from seeking selfish gratification.

- The **ego** (which is the system that mediates between the id and the superego).
  - The ego tries to balance these two opposing forces according to the **reality principle**, whereby it finds ways to gratify the id that will be acceptable to the outside world.
  - Much of this battle occurs in the unconscious mind.
Marketing to the ID

- The id desires positive feelings and emotions
- Impulsive, carefree, selfish and demanding
- Hedonic products target the id
  - Eat this
  - Drink that
  - Fly now, pay later
  - Just do it
Marketers use the ID in socially acceptable products
Marketing implications:

• Advertisers channel a person's unacceptable desire into acceptable outlets
• A product stands for, or represents a person’s true goal (id)
• By acquiring the product, consumers achieve true forbidden desire
• The Freudian perspective raises the possibility that the ego relies on symbolism in products to compromise between the id and the superego.
• SUPEREGO - (the counterweight to the id).
• The ethical component of the personality and provides the moral standards by which the ego operates.
• The superego's criticisms, prohibitions, and inhibitions form a person's conscience, and its positive aspirations and ideals represent one's idealized self-image
• Try’s to get you to behave in a socially acceptable way
• It internalizes society’s rules
SuperEgo

• A person’s internal representative of societal and parental values and norms

• Develops during childhood through interactions with parents and other adults who transmit society’s values, norms, morals, and laws

• Linked to the parent – it nags the id not to act on impulses and desires

• Serves as the moral monitor and demands self control— to which the id does not want to yield

• Punishes unacceptable behavior through a sense of guilt
Marketing appeals to the Superego

- Moralistic in tone
- Use guilt appeals
- Strongly appeal to cultural values and norms
- Public service ads admonish socially desirable
KNOW SOMEONE WHO DOESN'T WEAR THEIR SEATBELT?

YOU COULD SAVE THEIR LIFE.
• EGO - (the system that mediates between the id and the superego).
• Balance id and superego
• Gratify the id that will be acceptable to the outside world.
• Much of this battle occurs in the unconscious mind.
• The ego develops in order to mediate between the unrealistic id and the external real world.
• It is the decision making component of personality.
• Ideally the ego works by reason, whereas the id is chaotic and totally unreasonable.
Id: Instincts
Ego: Reality
Superego: Morality
SMART MAY HAVE THE BRAINS, BUT STUPID HAS THE BALLS.
Real beauty is more than skin deep

We believe in making everyone feel beautiful in their own skin. If you agree, join Dove's community of real women on Facebook.
Men talk about women, sports and cars. 
Women talk about men inside sports cars.
Consumer researchers adapted Freud’s ideas because they highlight the importance of unconscious motives that guide purchase decisions.

- Thus, consumers cannot necessarily tell us their true motivation when they choose a product.

- The Freudian perspective raises the possibility that the ego relies on symbolism in products to compromise between the id and the superego.
  - The product represents a consumer’s true goal, which is socially unacceptable or unattainable.
Psychology 101

• The first attempts to apply Freudian ideas to understand the deeper meanings of products and advertisements were made in the 1950s and were known as motivational research.

• Neo-Freudian (influenced by Freud) researchers felt that an individual’s personality was more influenced by how he or she handled relationships with others than by unresolved sexual conflicts.
  • Famous advocates of this thought-path (Neo-Freudsians) included Karen Horney and Carl Jung.

• Carl Jung developed analytical psychology.
  • He believed people were shaped by the cumulative experiences of past generations.
  • Central to his ideas was the collective unconscious (a storehouse of memories inherited from our ancestral past).
  • Brands and advertising messages often include archetypes
Arche-What?

- They stem from the work of well-known psychologist Carl Jung.
- Jung described archetypes as universal collective patterns of the unconscious.
  - Regardless of culture or language, he believed everyone shares and understands these themes because they are an undercurrent to all humanity.
- Humans are built for connection. We tend to personify things, including brands. We give them meaning and form relationships with them based on how they interact with us and the world, what they stand for, and how they make us feel.
- However people connect to your brand and whatever meaning they assign to it is due to its personality. Brand personalities can be classified as **archetypes**. There are 12 master archetypes and they are useful for more than just labeling. They are also a great way for companies to ‘manage meaning’ in a structured way.
Creator
The Creator’s core desire is to create something of enduring value and give form to a vision. Brands that encourage self-expression; provide choices and options; help foster innovation; or are artistic or creative in design embody the Creator archetype.

Hero
The Hero strives to prove worth through courageous and difficult action and to exert mastery in a way that improves the world. Look behind that flowing cape to find brands that help people perform at their best, address a major social problem, and incite people to take action.

Outlaw
The Outlaw is all about revolution and seeks to destroy what is not working. Brands that identify with values at odds with those of society at large, that pioneer new and revolutionary attitudes, or whose products literally destroy something (e.g. a bulldozer) fall into this category.

Lover
More than anything in the world, the Lover wants to attain intimacy and/or experience sensual pleasure. The goal is to be in relationships with the people, work, experiences, and surroundings it loves. Examples of the Lover archetype are brands that help people find love/friendship or that foster beauty, communication, or closeness between people.

Everyman
The Everyman wants only to belong and fit in and desires to connect with others. The mark of the Everyman is prominent on brands with a down-home culture, that create things used in everyday life, and that help people feel that they, too, belong.

Sage
Guided by the discovery of truth, the Sage uses intelligence and analysis to understand the world. Look at brands that provide expertise or information and that encourage people to think and you will see the Sage at work.

Explorer
The Explorer yearns for the freedom to discover the world and experience a better, more authentic, and more fulfilling life. Brands with Explorer traits are often those that help people feel free, are nonconformist, are pioneering, and offer sturdy or rugged products.

Innocent
Don’t worry, be happy! is the motto of the Innocent archetype. It wants to find and experience paradise. Brands that are associated with goodness, morality, simplicity, nostalgia, or childhood are identified as Innocent archetypes.

Ruler
One word: Control. The Ruler wants to create a prosperous and successful family, company, or community. Brands that enhance or promote power, help people become and stay organized, or promise safety and stability in a chaotic world are easily identified as Rulers.

Jester
Just like the class clown from high school, the Jester wants to live in the moment with full enjoyment. He only wants to have a great time and lighten up the world. Look past the laughter and that silly hat and you will see brands that help people have a good time and embrace a fun-loving, freewheeling culture.

Caregiver
The Caregiver’s aim is to protect people from harm and help others. Brands that serve families and that place a high value on customer service, especially those in the healthcare, education, or nonprofit/charitable space, are labeled as Caregiver archetypes.

Magician
The Magician archetype wants to make dreams come true through knowledge of the fundamental laws of how the world works. In addition to a white rabbit, from his hat the Magician pulls brands that are transformative, have a spiritual or psychological component, or help to expand consciousness.
Brand Archetypes

A list of brand archetypes and examples of famous brands that have them.

- **Innocent**: The brand aims to be kind and genuine, its archetype is seen as the innocent one.
- **Sage**: The brand aims to be wise and knowledgeable, its archetype will never know too much.
- **Explorer**: The brand aims to explore the world and experience everything it has to offer.
- **Outlaw**: The brand aims to be rebellious and break the rules to achieve its goals.
- **Magician**: The brand aims to have a magical or mysterious aura, its archetype is seen as magical or supernatural.
- **Hero**: The brand aims to be brave and stand up for what is right, its archetype is seen as the braver.
- **Lover**: The brand aims to be romantic and affectionate, its archetype is seen as the lover.
- **Jester**: The brand aims to be humorous and entertaining, its archetype is seen as the jester.
- **Creator**: The brand aims to be innovative and creative, its archetype is seen as the creator.
- **Ruler**: The brand aims to be authoritative and in control, its archetype is seen as the ruler.
- **Caregiver**: The brand aims to be caring and nurturing, its archetype is seen as the caregiver.

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One approach to personality is to focus on the quantitative measurement of **personality traits** or identifiable characteristics that define a person.

Marketers have linked personality traits to product choice.

Common traits include:

- **Extroversion** (socially outgoing) and introversion (quiet and reserved)
- **Innovativeness** (degree to which a person likes to try new things)
- **Materialism** (amount of emphasis a person places on acquiring and owning products)
- **Self-consciousness** (degree to which a person deliberately monitors and controls the image of the self that he or she projects to others)
- **Need for cognition** (degree to which a person likes to think about things and by extension expends the necessary effort to process brand information)
- **Frugality** (frugal people deny short-term purchasing whims in favor of resourcefully using what they own)
The Big 5 Personality Traits

The most widely recognized approach to measuring personality traits – five dimensions that form the basis of personality

• Openness to experience: The degree to which a person is open to new ways. – *Love to think up new way of doing things*

• Conscientiousness: The level of organization and structure a person needs. – *Am always prepared*

• Extroversion: How well a person tolerates stimulation from people. – *talk to a lot of different people at parties*

• Agreeableness: The degree to which we defer to other people. – *take time out for other people*

• Neuroticism (emotional instability): How well a person copes with stress. – *gets upset easily*
## Personality Traits

### Positive Personality Traits
- Adventurous
- Affable
- Conscientious
- Cultured
- Dependable
- Discreet
- Fair
- Fearless
- Observant
- Impartial
- Independent
- Optimistic
- Intelligent
- Keen
- Gregarious
- Persistent
- Capable
- Charming
- Precise
- Confident
- Dutiful
- Encouraging
- Reliable
- Exuberant
- Helpful
- Humble
- Suave
- Imaginative
- Meticulous
- Obedient
- Trusting
- Valiant

### Negative Personality Traits
- Laziness
- Picky
- Sullen
- Pompous
- Dishonesty
- Finicky
- Sarcastic
- Pompous
- Arrogant
- Cowardly
- Sneaky
- Rude
- Quarrelsome
- Impulsive
- Slovenly
- Self-centered
- Boorish
- Surly
- Unfriendly
- Unruly
- Stingy
- Bossy
- Vulgar
- Malicious
- Conceited
- Obnoxious
Problems with Trait Theory

• Many of the scales are not sufficiently valid or reliable.
• Personality tests are often developed only for specific populations.
• Tests may not be administered under the best conditions.
• Researchers make changes in the research instruments to adapt them to their own situations.
• Many trait scales are only intended to measure gross, overall tendencies.
• Many of the scales are not well planned or thought out.
Brand Personality

- Products, like consumers, have personalities.
  - **Brand personality**: set of traits people attribute to a product as if it were a person
  - A product that creates and communicates a distinctive brand personality stands out from its competition, earns brand equity, and inspires years of loyalty.

Marlboro – masculine, freedom, adventure
Axe – seduction, masculine, individual, unconventional
Levi – rebellion, sexuality, being cool, nostalgic
Cheerios – wholesome
Sees Candies – old fashioned
Lifestyle Marketing: Who We Are, What We Do

- **Lifestyle** refers to a pattern of consumption reflecting a person’s choices of how he or she spends time and money. It is (in an economic sense) how one elects to allocate income.

- A **lifestyle marketing perspective** recognizes that people sort themselves into groups on the basis of the things they like to do, how they like to spend their leisure time, and how they choose to spend their disposable income.

- **SIMPLY PUT:** it is how we spend our money and express our social identities.
Psychographics

• The study and classification of people according to their attitudes, aspirations, behavior, personality, opinions, interests, etc.

• Psychographic information might be your buyer's habits, hobbies, spending habits and values.

• Demographics explain “who” your buyer is, while psychographics explain “why” they buy.
  • Demographic information includes gender, age, income, marital status – the dry facts.

• You can only effectively reach your target audience when you understand both their demographics and psychographics.
Let’s create a very basic buyer persona based upon what we know about the ideal customer for a nutritional health coach.

**Demographic Information:**

- Female
- Aged 45-65
- Married, with children
- Dealing with issues of weight gain, diabetes, lack of energy or hormonal imbalance
- Household income $100K+

**Psychographic Information:**

- Concerned with health and appearance
- Wants a healthy lifestyle, but doesn’t have much time
- Enjoys going online in the evenings, big fan of Pinterest
- Tends to favor quality over economy
- Finds fulfillment in her career and family
- Values time with a small group of friends
Psychographic Variables

- Interests
- Activities
- Opinions
- Behavioral patterns
- Habits
- Lifestyle
- Perception of selling company
- Hobbies
Psychographic segmentation
Beer Drinkers

Bud drinkers are sensible, grounded and practical. They are the polar opposite of daydreamers and don't easily get carried away. These beer drinkers also don't like authority and are emotionally steady people who live in the here and now. People who prefer Bud can also be very spontaneous and tend not to do much advance planning.

Bud Light drinkers are not just dieters. They are grounded and respect authority. Bud Lighters can also have frat boy-like personalities, particularly when it comes to personal risk-taking. In regard to others, these good-time guys and gals are accepting of most everyone and generally easy to get along with.
"Where's the party?" is a question asked by Corona and Corona Light drinkers. They are busy and energetic people who are also extremely extroverted. They're people persons who seek out the company of others whether in a group or just one-to-one. Corona drinkers do more and see more people in one day than most people see in a week. But the life-of-the-party Corona drinkers also have an altruistic side; they care deeply about other people and see themselves as giving and warm.

There's a slang term that could sum up Heineken drinkers: posers. These self-assured people believe they are exceptional, get low scores on modesty and high scores on self-esteem. They love their brand badges a role the distinctive green glass bottle may play and in fact, this group is attracted to luxury products in general. They are also energetic and dynamic and enjoy being both the center of attention and in the middle of the action.
Chase what matters...
Psychographic Segmentation Typologies

- Marketers constantly search for new insights, so they can identify and reach groups of consumers united by common lifestyles
  - Two systems:
    - VALS2 – Values and Lifestyle System
    - PRIZM – Potential Rating Index by Zip Market
VALS2™

- Values and Lifestyle - uses eight groups that are determined by psychological characteristics and “resources” such as income, education, energy levels, and eagerness to buy
Profiling customers using lifestyle to segment the market, enabling very specific targeting. Each neighborhood is assigned a descriptive cluster.
Geodemography

- Using data on consumer expenditures and other socioeconomic factors with geographic information to identify consumers who share common consumption patterns
  - “Birds of a feature flock together”
Behavioral Targeting

- Marketers serve customized ads on websites or cable TV stations based on a customer’s prior activity.
  - Extended to mobile offerings, which target people with offers when they are near a retailer
- Personalized retargeting serves consumers ads for categories of products they have shown interest in before in their online activities.
Objective 3: Dark side of consumer behavior

- Consumer activities can be harmful to individuals and to society.
  - Addictive Consumption

- Consumer addiction is a physiological and/or psychological dependency on products or services.
- Examples include alcoholism, drug addiction, nicotine addiction
- Addiction to technology includes social media, the Internet and video gaming addictions
Chapter Summary

• Consumer personality influences the way one responds to marketing stimuli
• Lifestyles are an important aid to many marketing strategies
• Psychographics go beyond simple demographics to help marketers understand different consumer segments
• Identifying patterns of consumption are valuable components of a lifestyle marketing strategy