Chapter 6 Personality and Psychographics

Chapter Objectives

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.

Debate about whether the concept of personality is valid since it changes with situations and circumstances.

Marketing strategies often include some aspect of personality.

Choice of leisure activities, political beliefs, aesthetic tastes, and other personal factors that help us to understand consumer lifestyle.
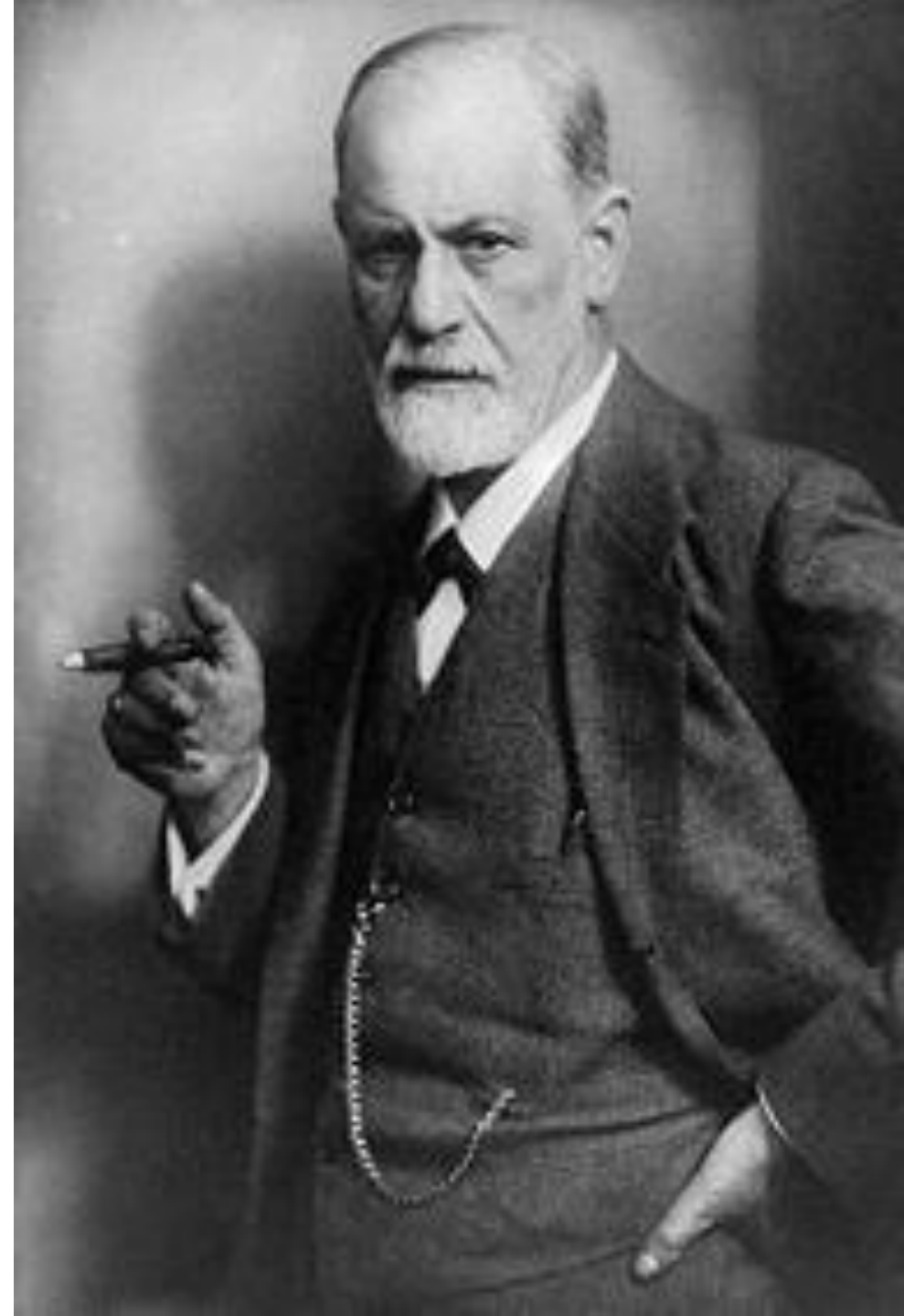
Consumer Behavior on the Couch: Freudian Theory

- 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.

- Consumer researchers adapted Freud's ideas because they highlight the importance of **unconscious motives** that guide purchase decisions.
  - Consumers cannot necessarily tell us their **true** motivation when they choose a product.

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.

SUPEREGO, AND EGO

three parts to the personality

Superego   Ego   Id

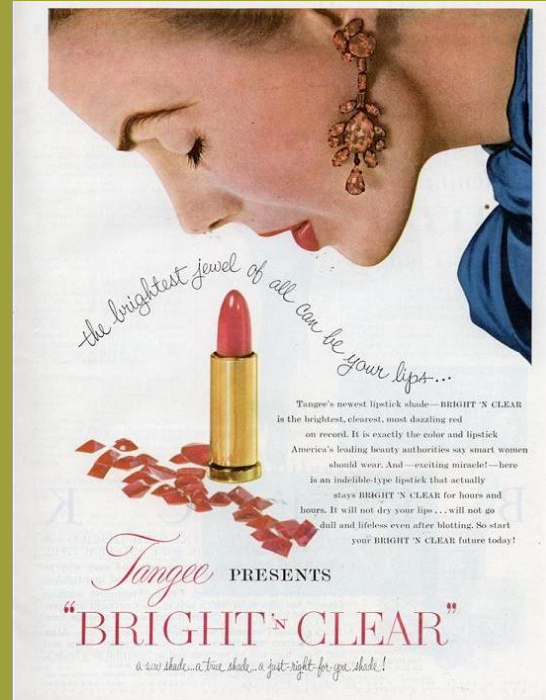Educati

DRESS YOUR BOYFRIEND'S FLOOR.
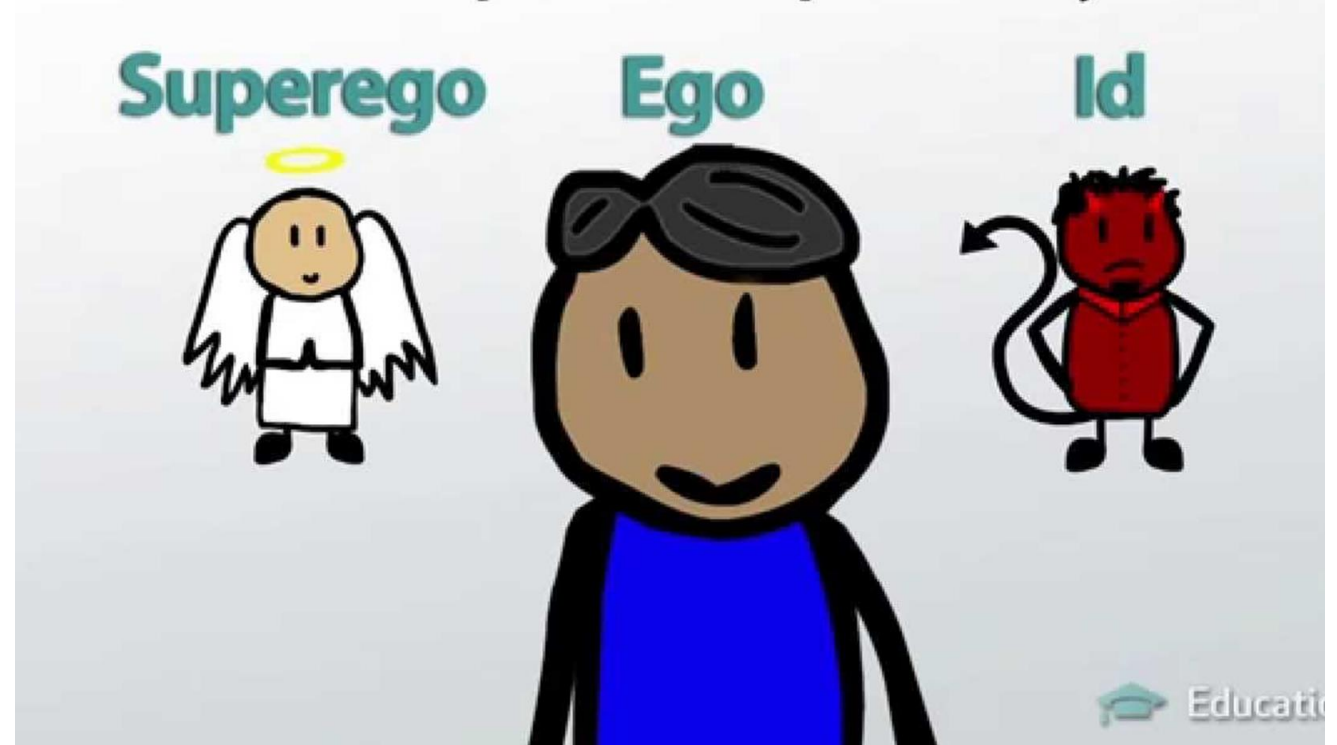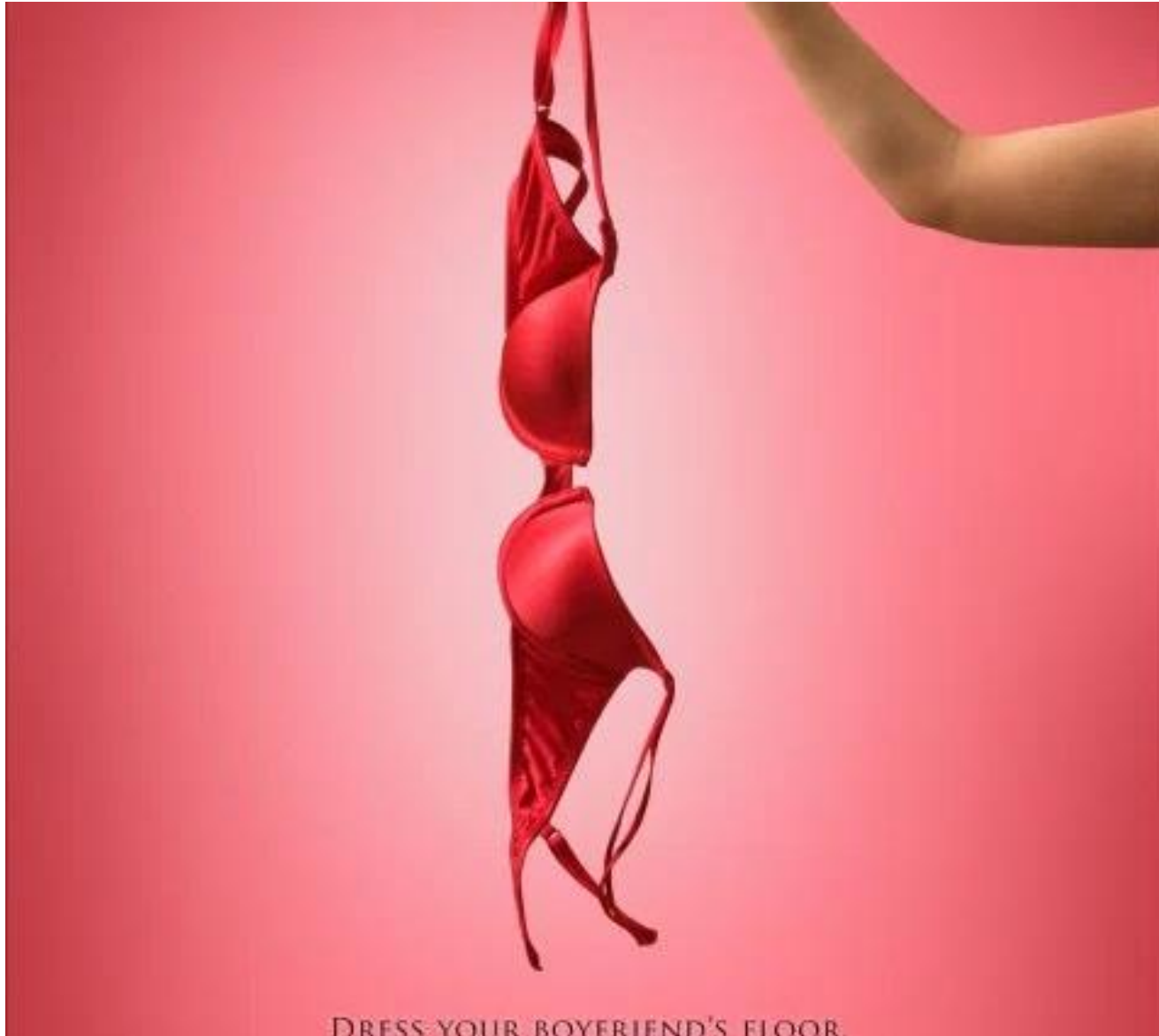
Marketing to the ID

- 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*

THE FIRST THING SHE NOTICES... ARE YOUR SHOES.

MAGNUM
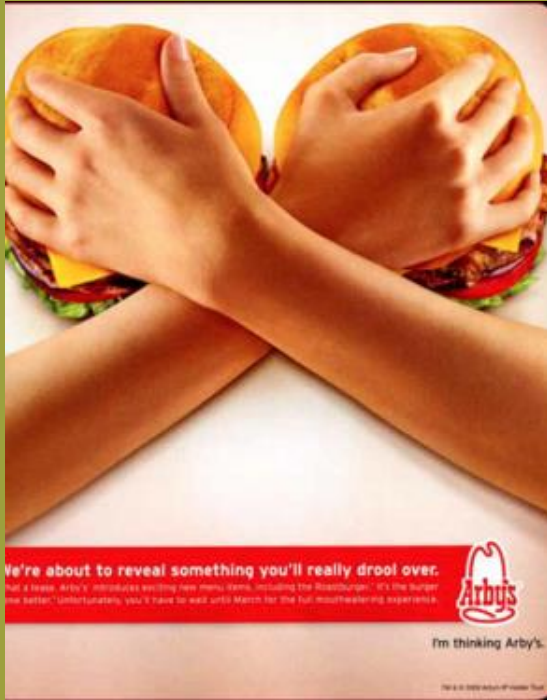
Marketers use the ID in socially acceptable products

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.
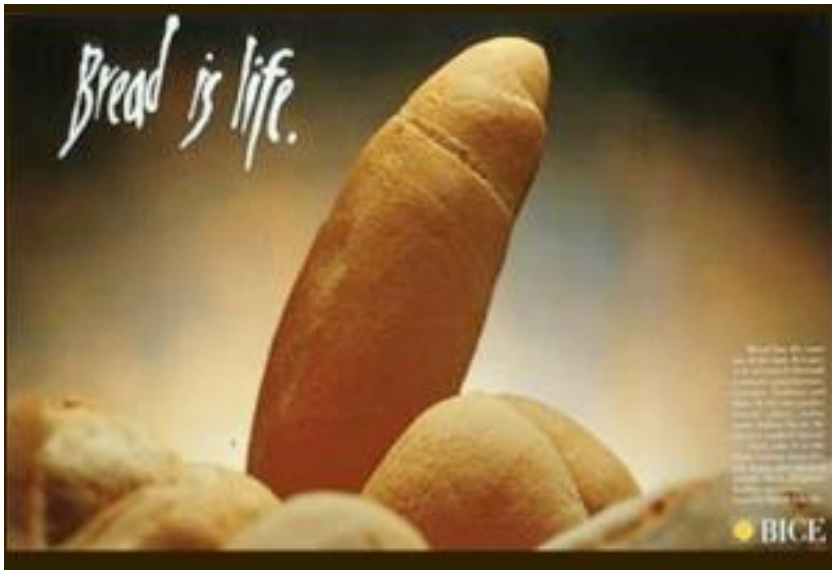
Superego
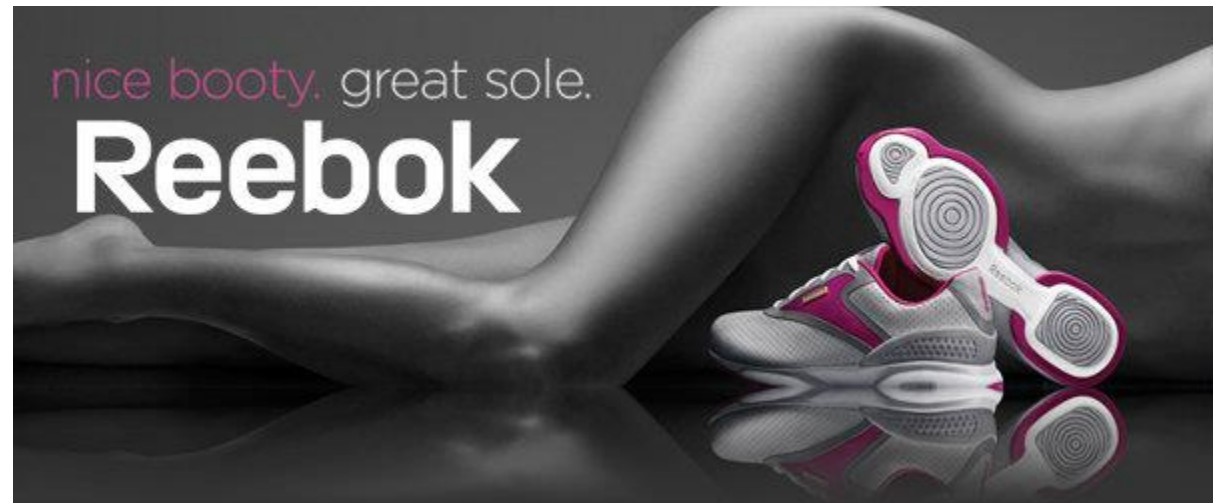
- SUPEREGO - (the counterweight to the id).

- 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 guilt
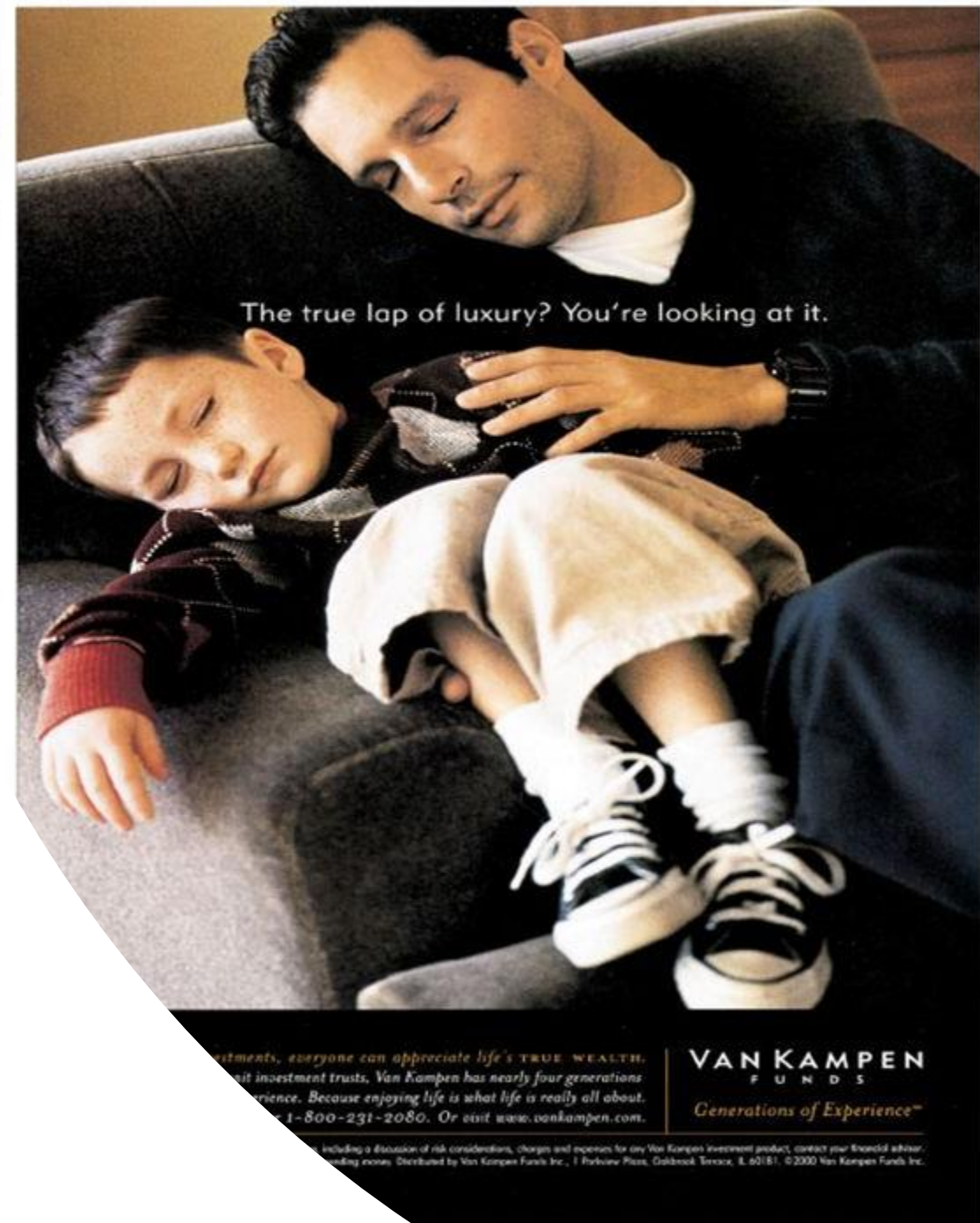
Marketing appeals to the Superego

- Moralistic in tone

- Use guilt appeals

- Strongly appeal to cultural values and norms

- Public service ads admonish socially desirable

Ego

three parts to the personality

Superego   Ego   Id

Education

- 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

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.

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

Visit Dove on Facebook ▶

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Men talk about women, sports and cars.
Women talk about men inside sports cars.

Mercedes-Benz

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-Freudians) 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).

Psychoanalyst Carl Jung identified numerous **archetypes** - character models which help to shape our personalities and which we aspire to be more like.
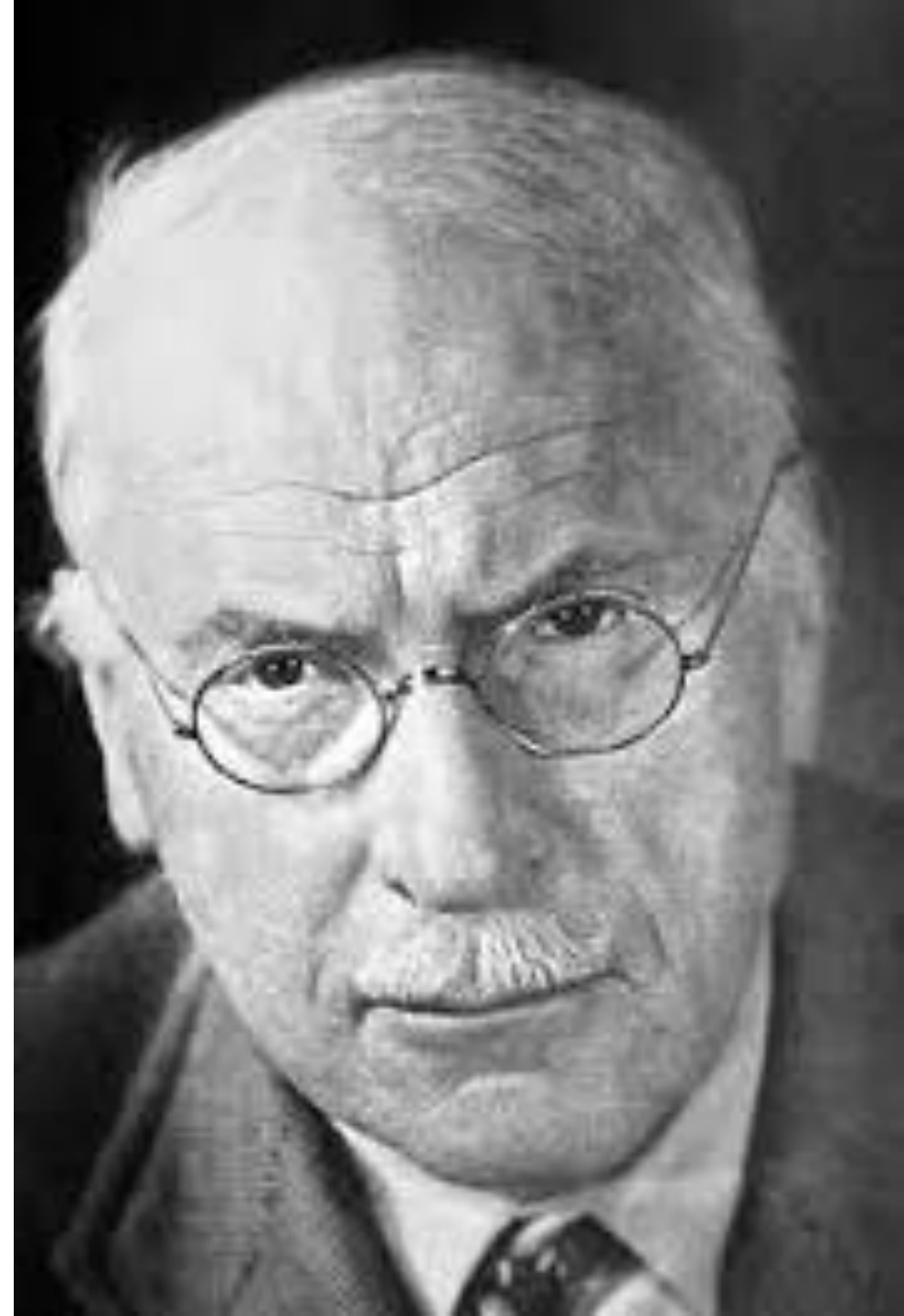
Archetypes

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**.

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.
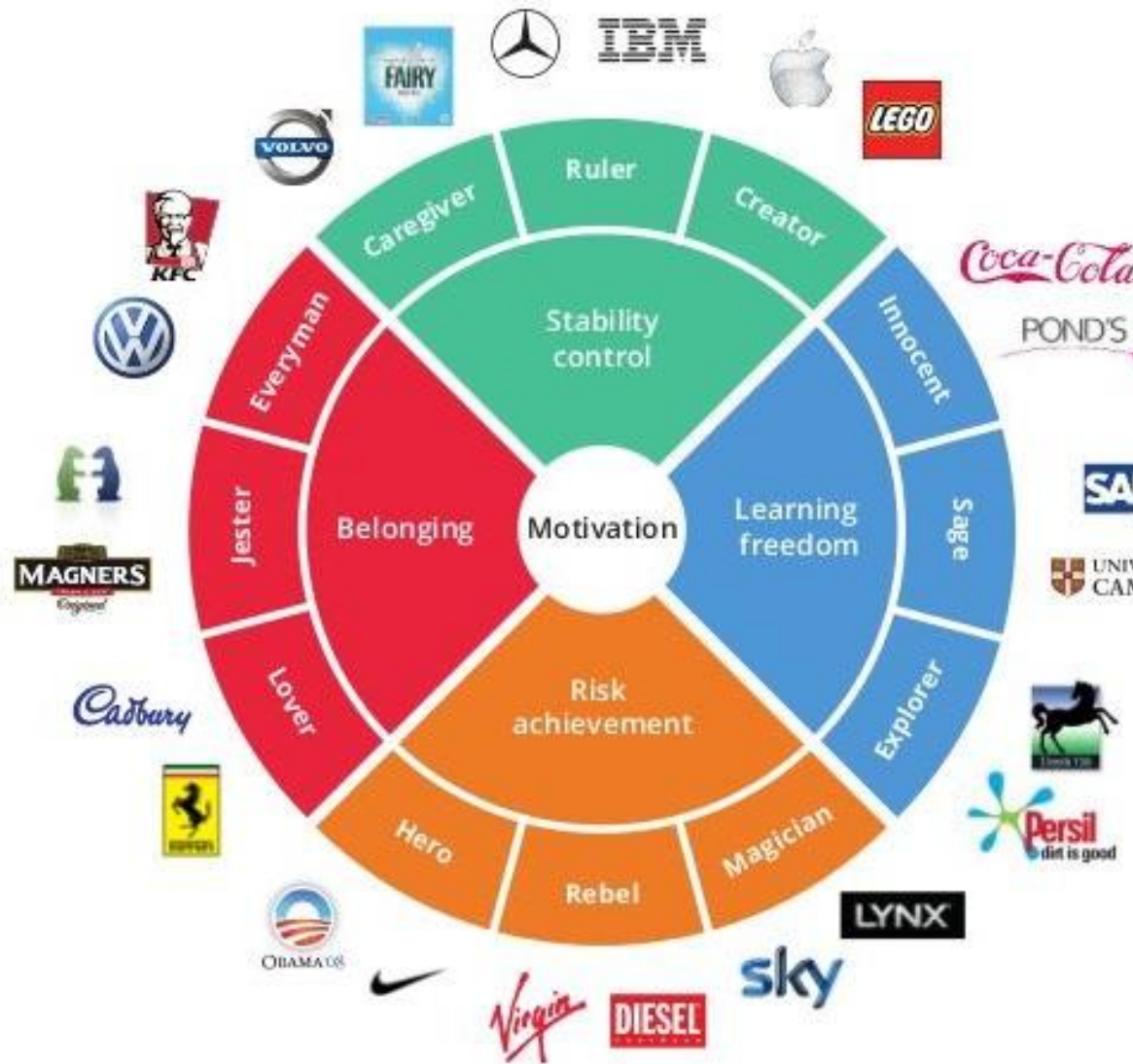
Creator
The Creator's core desire is to **create** something of enduring value and give form to a vision. Brands that encourage self-expression; provide choices and options; help foster innovation; or are artistic or creative in design embody the Creator archetype.

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 non-profit/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

Trait Theory

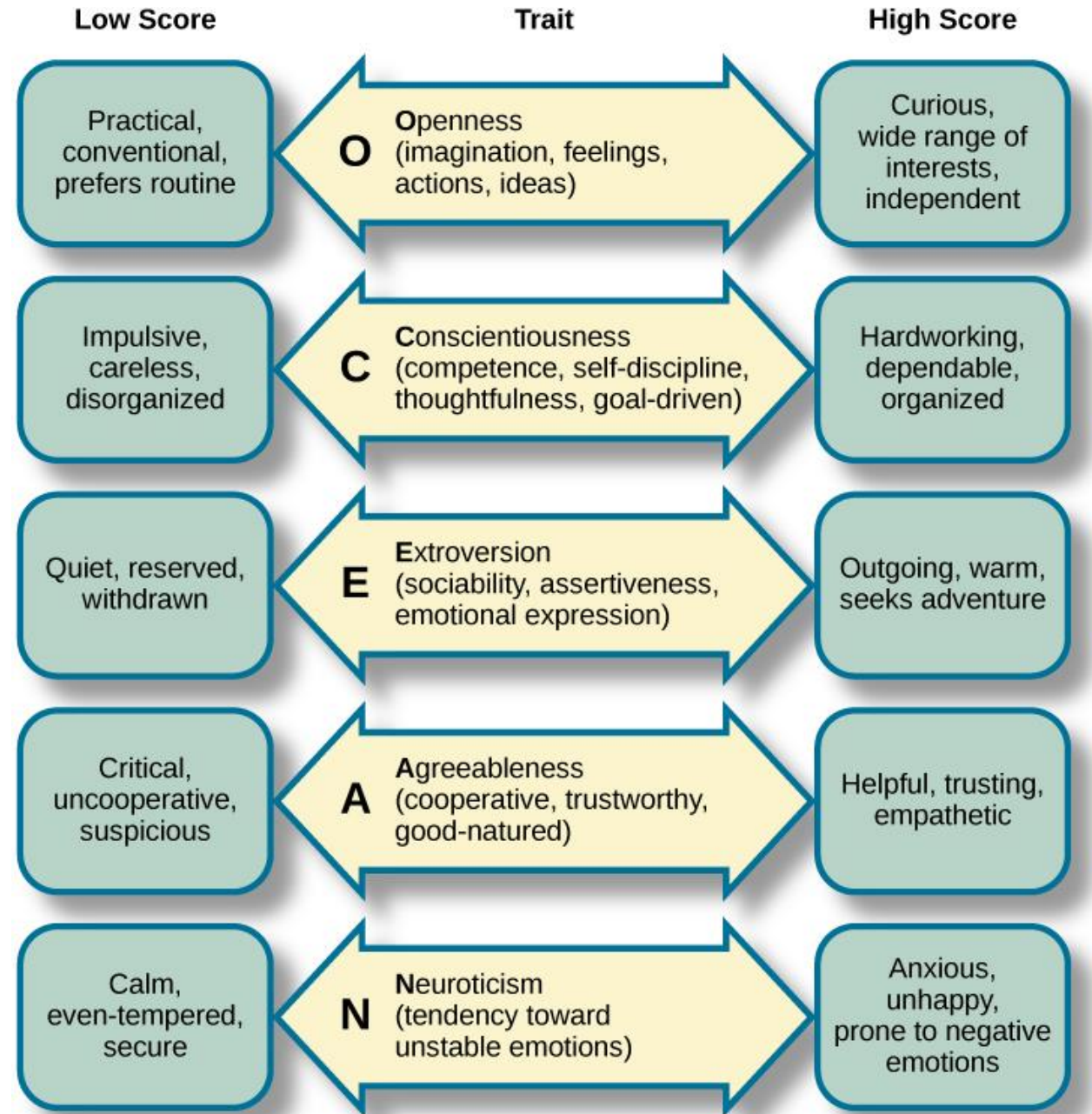If someone asked you to describe a close friend's personality, what kind of things would you say? A few things that might come to mind are descriptive terms, such as "outgoing," "kind" and "even-tempered."

All of these represent **traits**.

A trait can be thought of as a relatively stable characteristic that causes individuals to behave in certain ways.

Marketers have linked personality traits to product choice

Trait Theory

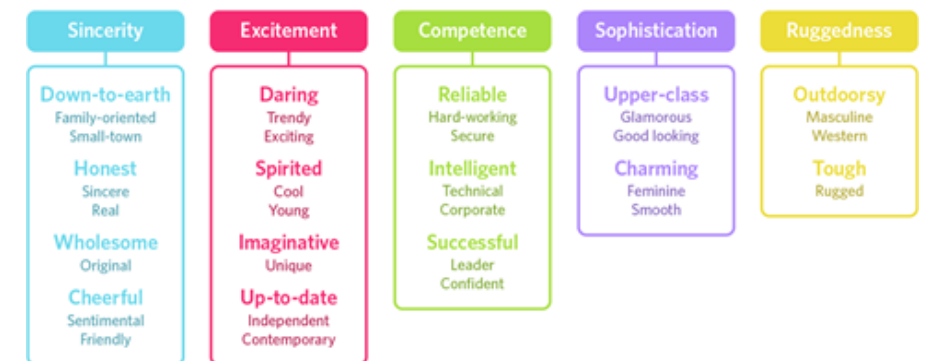|	Low Score	Trait	High Score
O	Practical, conventional, prefers routine	**O**penness (imagination, feelings, actions, ideas)	Curious, wide range of interests, independent
C	Impulsive, careless, disorganized	**C**onscientiousness (competence, self-discipline, thoughtfulness, goal-driven)	Hardworking, dependable, organized
E	Quiet, reserved, withdrawn	**E**xtroversion (sociability, assertiveness, emotional expression)	Outgoing, warm, seeks adventure
A	Critical, uncooperative, suspicious	**A**greeableness (cooperative, trustworthy, good-natured)	Helpful, trusting, empathetic
N	Calm, even-tempered, secure	**N**euroticism (tendency toward unstable emotions)	Anxious, unhappy, prone to negative emotions

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

5 Dimensions of Brand Personality

| Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down-to-earth Family-oriented Small-town	**Daring** Trendy Exciting	**Reliable** Hard-working Secure	**Upper-class** Glamorous Good looking	**Outdoorsy** Masculine Western
Honest Sincere Real	**Spirited** Cool Young	**Intelligent** Technical Corporate	**Charming** Feminine Smooth	**Tough** Rugged
Wholesome Original	**Imaginative** Unique	**Successful** Leader Confident		
Cheerful Sentimental Friendly	**Up-to-date** Independent Contemporary			

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** 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
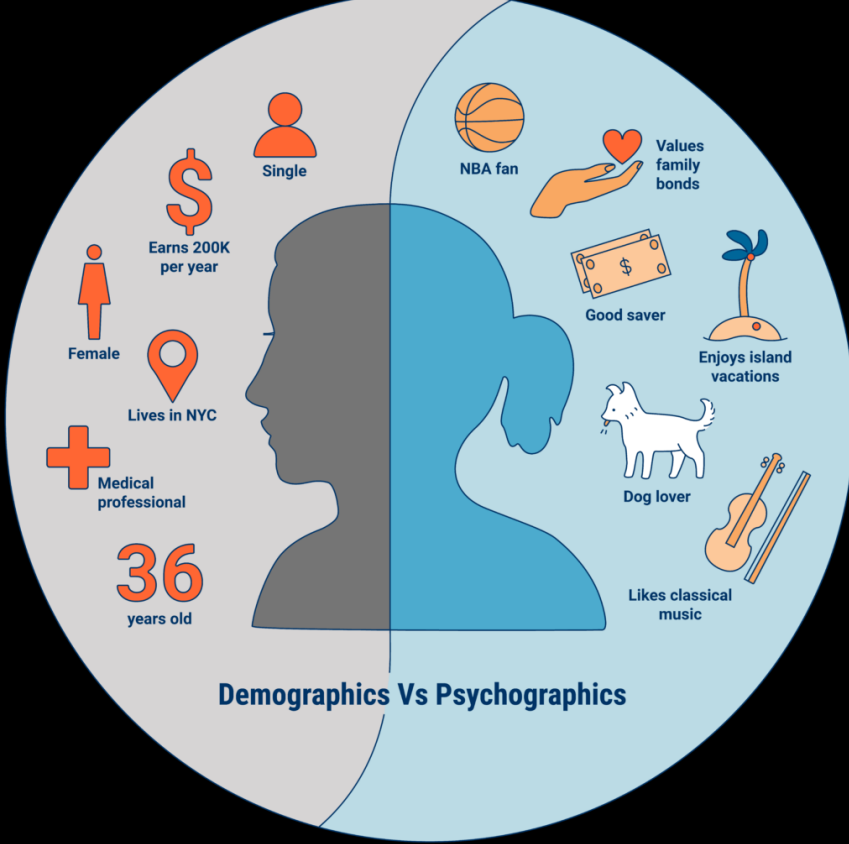
Psychographics

- 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.
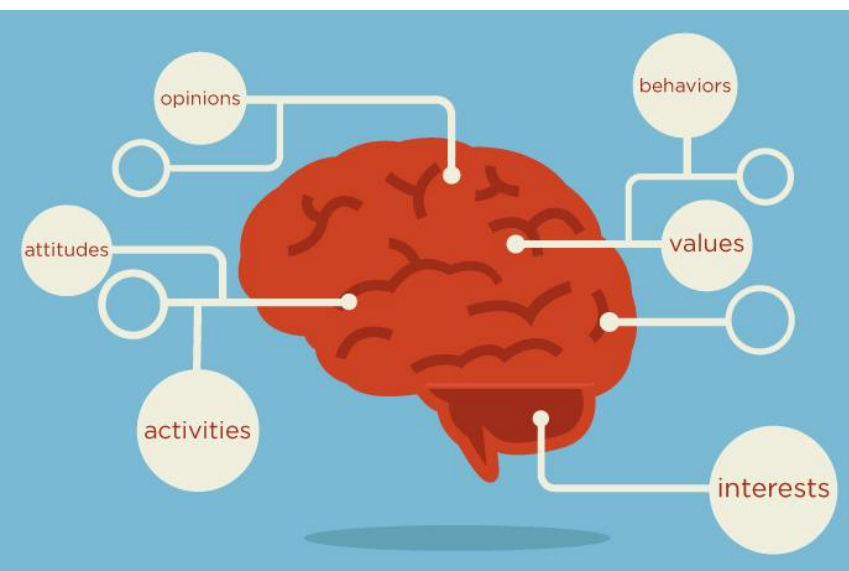
Psychographic Variables

Interests
Activities
Opinions
Behavioral patterns
Habits
Lifestyle
Perception of selling company
Hobbies

love is always in fashion

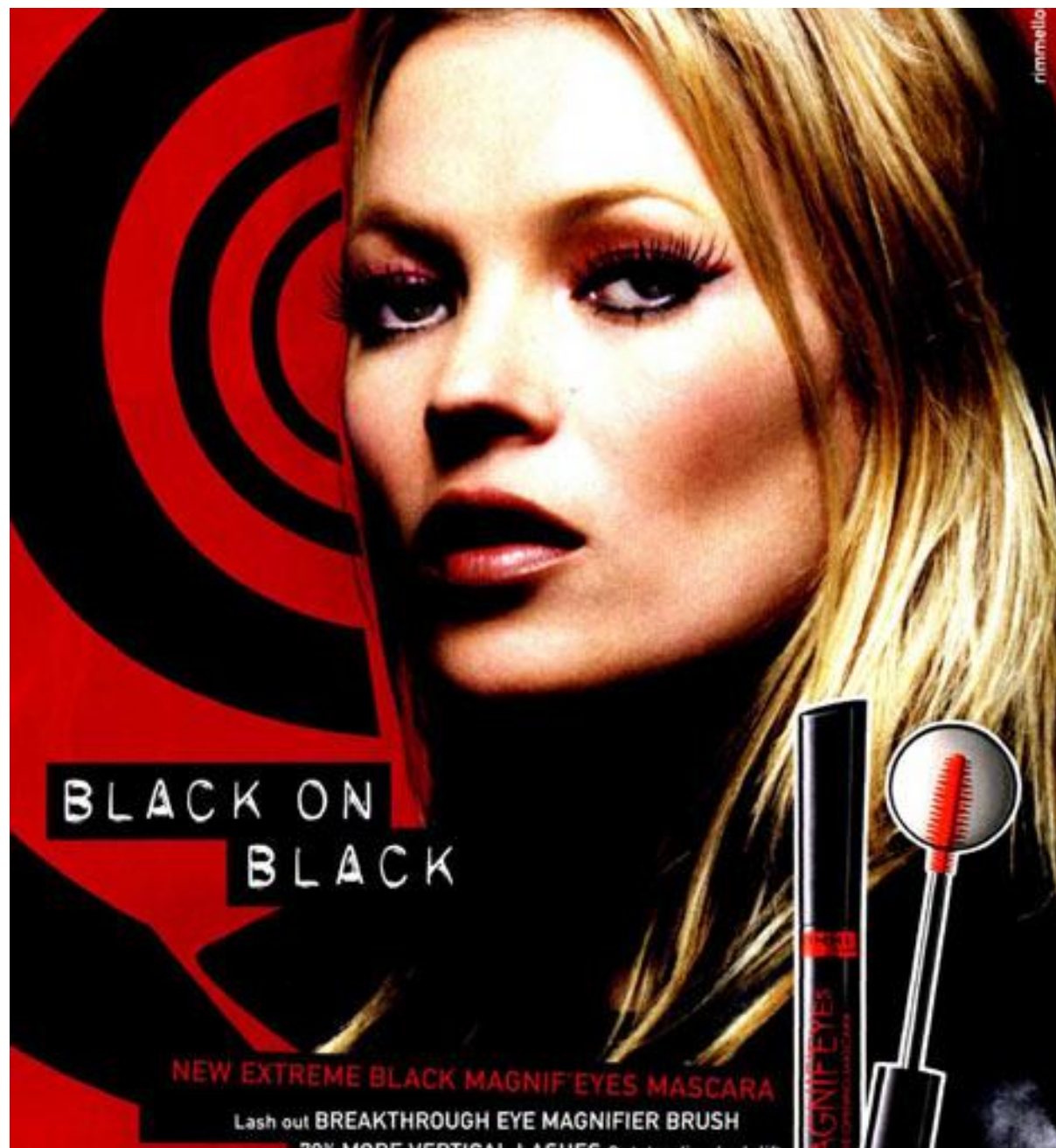| Low Score	Trait	High Score
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THE RIGHT TO BE REAL
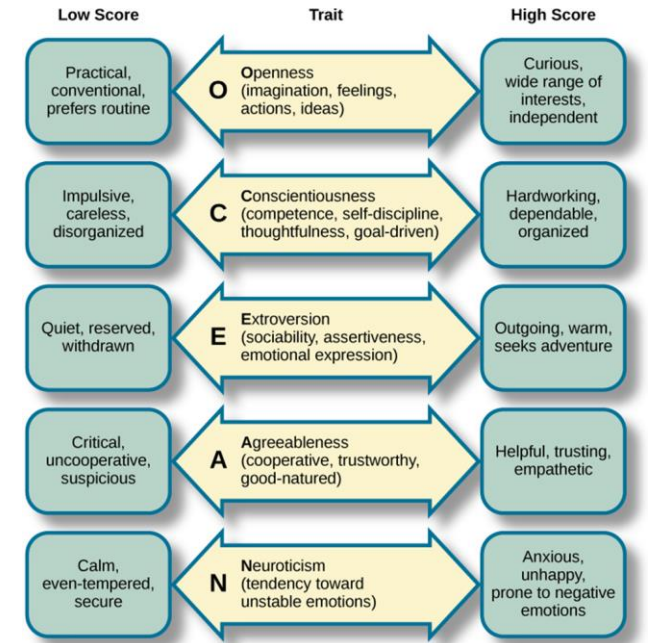
Psychographic segmentation
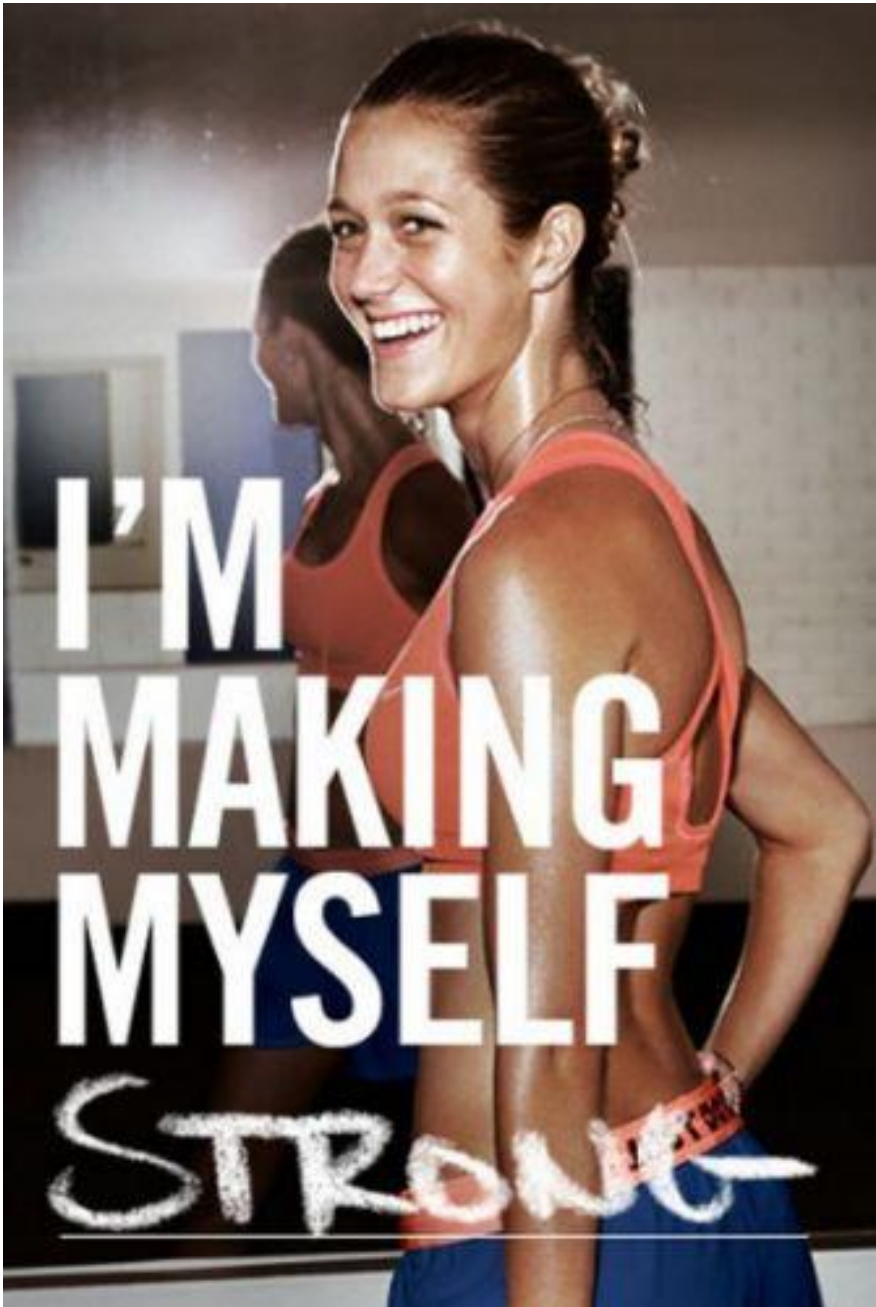
Psychographic Segmentation Typologies

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

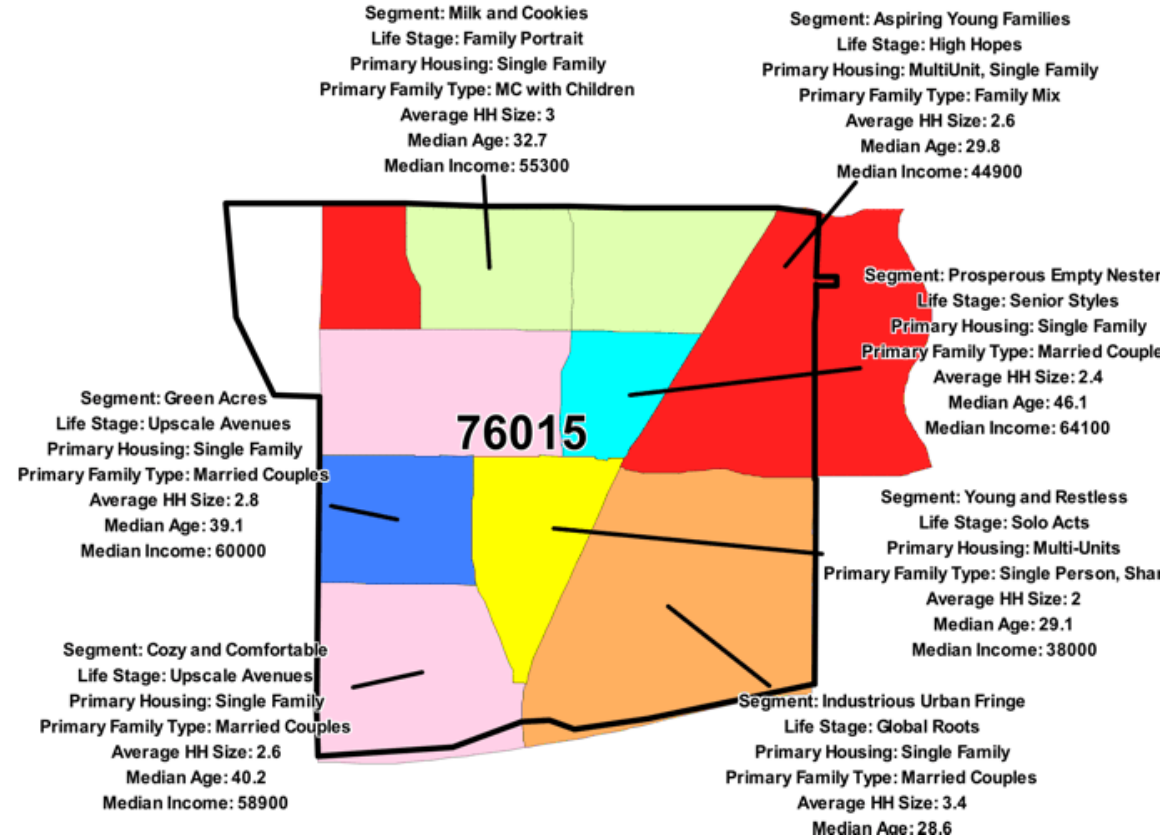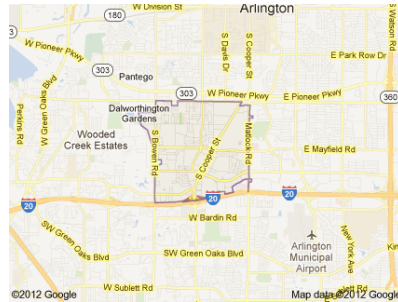PRIZM – Potential Rating Index by Zip Market

VALS

	Ideals			Achievement		Self-Expression		
Innovators	**Thinkers**	**Believers**	**Achievers**	**Strivers**	**Experiencers**	**Makers**	**Survivors**
Are confident enough to experiment	Plan, research, consider before acting	Believe in right/wrong for a good life	Have a me-first, my-family-first attitude	Are the center of street culture	Want to stand out	Are distrustful of government	Are the quiet rank and file
Are information ready	Are the old guard	Want friendly communities	Are fully scheduled	Live in the moment	Want everything	Believe in sharp gender roles	Are cautious and risk averse
Are future oriented	Enjoy historical perspective	Not looking to change society	Are peer conscious	Wear their wealth	Are spontaneous	Protect what they think they own	Use television as a window to the world
Are receptive to new ideas and technologies	Have "ought" and "should" benchmarks for social conduct	Have no tolerance for ambiguity	Are anchors of the status quo	Desire to better their lives; have difficulty in doing so	Have a heightened sense of visual stimulation	Want to "work" on their world	Take comfort in routine and the familiar
Enjoy problem-solving challenges	Use technology in functional ways	Have strong me-too fashion attitudes	Believe money is the source of authority	Experience revolving employment	Introduce new sayings	Have strong outdoor interests; don't want to be walled in	Are loyal to products and brands
Are self-directed consumers	Are not influenced by what's hot	Want to belong	Are committed to family and job	Are looking for a fun time	See themselves as very sociable	Are not concerned with being fashionable	Are analog not digital
Are keenly aware of others' self-interests	Follow traditional intellectual pursuits	Trust traditional sources; don't question authority	Value tech that provides a productivity boost	Are impulsive	Are first in, first out of trend adoption	May appear to be anti-intellectual	Place emphasis on preservation

Values and Lifestyle -uses eight groups that are determined by psychological characteristics and "resources" such as income, education, energy levels, and eagerness to buy

PRIZM Clusters

Segment: Milk and Cookies
Life Stage: Family Portrait
Primary Housing: Single Family
Primary Family Type: MC with Children
Average HH Size: 3
Median Age: 32.7
Median Income: 55300

Segment: Aspiring Young Families
Life Stage: High Hopes
Primary Housing: MultiUnit, Single Family
Primary Family Type: Family Mix
Average HH Size: 2.6
Median Age: 29.8
Median Income: 44900

Segment: Prosperous Empty Nester
Life Stage: Senior Styles
Primary Housing: Single Family
Primary Family Type: Married Couple
Average HH Size: 2.4
Median Age: 46.1
Median Income: 64100

Segment: Green Acres
Life Stage: Upscale Avenues
Primary Housing: Single Family
Primary Family Type: Married Couples
Average HH Size: 2.8
Median Age: 39.1
Median Income: 60000

Segment: Young and Restless
Life Stage: Solo Acts
Primary Housing: Multi-Units
Primary Family Type: Single Person, Shar
Average HH Size: 2
Median Age: 29.1
Median Income: 38000

Segment: Cozy and Comfortable
Life Stage: Upscale Avenues
Primary Housing: Single Family
Primary Family Type: Married Couples
Average HH Size: 2.6
Median Age: 40.2
Median Income: 58900

Segment: Industrious Urban Fringe
Life Stage: Global Roots
Primary Housing: Single Family
Primary Family Type: Married Couples
Average HH Size: 3.4
Median Age: 28.6

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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