

MNM1505: Introduction to Consumer Behaviour

Lecturer:

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Learning Unit 5: Personality, lifestyle and the self-concept

- **Personality**

Personality refers to those inner psychological characteristics that both determine and reflect how a person responds to their environment (Hawkins & Mothersbaugh, 2010:373; Schiffman & Kanuk, 2004:120).

- Characteristics of personality:

- Personality reflects individual differences
 - Personality is consistent and enduring
 - Personality must be understood as a whole
 - Personality can change

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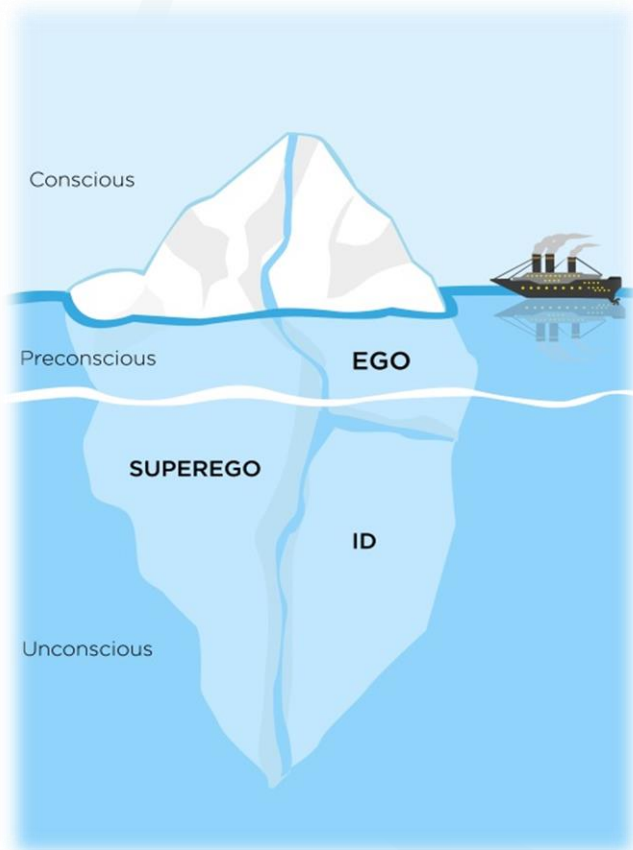
- Personality theories
 - **Freud's psychoanalytic theory**

Freud's psychoanalytical theory of personality argues that human behaviour is the result of the interactions among three component parts of the mind: the id, superego and ego (Boundless, 2016).

- Focuses on the role of internal processes such as motivation and perception that shape personality and behaviour
- Provides the foundation for the study of motivational research

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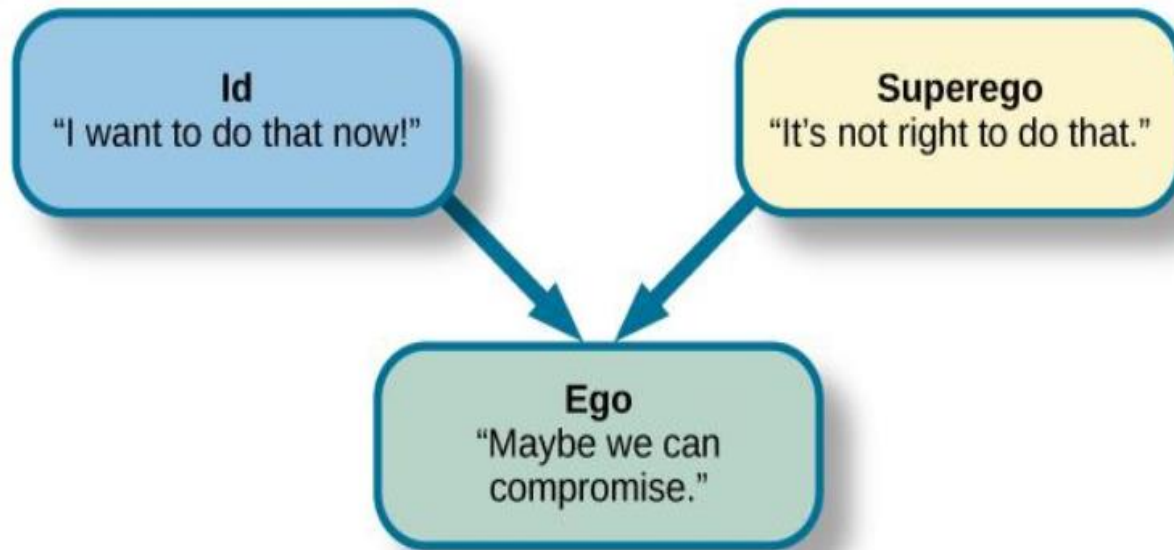
– Freud's psychoanalytic theory (cont.):



- **Id** (“the it”) - the driving force of personality and contains all instincts such as hunger and thirst
- **Superego** - process of adopting parental and cultural values of society
- **Ego** (or “self”) - ego is responsible for organising ways to get what a person wants in the real world, as opposed to the fantasy world of the id

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– Freud's psychoanalytic theory (cont.):



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- Personality theories (cont.)
 - **Neo-Freudian theory**

The **neo-Freudian theory** of personality emphasises the role of social relationships in the formation and development of personality (Joubert, 2013).

- An extension of Freud's psychoanalytic theory
- Emphasises the role of social relationships in the formation and development of personality
- A person strives for superiority to conquer feelings of anxiety and inferiority

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- Personality theories (cont.)
 - Trait theory

The **trait theory** of personality suggests that the consumer's behaviour is influenced by their unique patterns of traits that are determined by the individual's DNA and life experiences (Mpinganjira et al, 2014).

- Focuses on the measurement of personality in terms of specific individual psychological characteristics
- Traits reflect the particular way we think, feel and behave
- Personality traits are therefore the characteristics of a person's personality that endure over time and across different situations
- They are patterns of behaviour, thought and emotion that characterise an individual's personality

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- Personality theories (cont.)
 - **Gestalt theory**

The **Gestalt theory** suggests that the whole is more than the sum of its parts – it views personality as the result of the interaction between the personal and the total environment. The two should be viewed together as a patterned event (Joubert, 2013:90; Wright, 2006:132).

- Used to evaluate a customer's personality and to increase self-awareness
- Personality is formed as a person interacts with the environment
- Stimuli from the environment interact with a person's mind and the resulting product is the personality

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- Personality theories (cont.)
 - **Gestalt theory**
 - 8 core elements to the effect of personality:
 - Being open to new experiences
 - Orderliness
 - Extraversions
 - The need to be agreeable and kind to others
 - The tendency of an individual to be temperamental
 - The need to own material things
 - The desire for excitement
 - The need to look after your body

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- Lifestyle

- Lifestyle refers to the way of living of individuals and is influenced by their personality, motives and attitudes
- Lifestyles are a person's patterns of living as expressed in activities, interests and opinions
- A consumer's lifestyle can be described according to the AIO classification that refers to consumers' **A**ctivities, **I**nterests and **O**pinions.



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- AIO lifestyle dimensions

Activities	Interests	Opinions
Work	Family	About the self
Hobbies	Home	Social problems
Holidays	Work	Politics
Entertainment	Sport	Economy
Purchasing	Food	Education
Sport	Media	Products
Club membership	Own performance	The future

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- The influence of personality of lifestyle
 - Variety of models for categorising consumers according to the influence of personality on lifestyle
 - The Taylor-Nelson model that divides people into three main groups:
 - **Substance driven** – these people are motivated by material security and can be subdivided into *the aimless*, *survivors* and *belongers*
 - **Outer-directed** – these people are mainly motivated by the desire for status. They are subdivided into *belongers* and *conspicuous consumers*
 - **Inner-directed** – these people are subdivided into *social resisters*, *experimentalists* and *self-explorers*

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- Psychographics and lifestyle

Psychographics are characteristics of individuals that describe consumers in terms of their psychological and behavioural makeup, for example how people behave and the psychological factors that underlie that activity (Cant et al, 2002).

- Psychographics help marketers to understand why customers buy the products they buy
- They use psychographics as one of the variables to divide the total market into segments to decide on a target market for their products and services

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- Self and self-concept

- **Self-concept** can be regarded as the totality of the thoughts and feeling of an individual about themselves
- Self-concepts:
 - *The actual self* - how a person really perceives themselves
 - *The ideal self* - how a person would like to be and how they want to be perceived by other people
 - *The social self* - what a person thinks other people think of them
 - *The expected self* - an image between the actual and ideal self
 - *The extended self* - a person's self-concept that includes the impact of personal possessions on self-image
 - *The possible self* - what a person would like to become, could become or is afraid of becoming

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- Self and self-concept (cont.)
 - One-self and multiple self
 - People do not consist of a “single self” but rather of a “multiple self”, which changes due to the environment the person is in
 - The make-up of the self-concept
 - Extended self
 - The relationship between an individual's possessions and their self-image
 - Possessions are seen as an extension of how they see themselves
 - Altering the self
 - Consumers are constantly trying to change themselves

Learning Unit 5 Outcomes:

- You should be able to define personality, lifestyles, the self and the self-concept as well as psychographics.
- You should know the different characteristics of personality.
- Understand the different theories of personality. Also know the 3 distinct structural components of which personality is made up according to Freud's psychoanalytical theory.
- Know what the AIO lifestyle dimensions are as well as the Taylor-Nelson model that divide people into 3 main groups and sub-groups.
- Understand the self-concept and know the different types. You should be able to provide practical examples of each.