

**Consumer Behaviour**  
**Prof. S. Sahney**  
**Department of Vinod Gupta School of Management**  
**Indian Institute of Technology, Kharagpur**

**Lecture - 22**  
**Personality, Self Concept and Self Image**

(Refer Slide Time: 00:32)

<b>MODULE 6:</b>	
<b>PSYCHOLOGICAL INFLUENCES ON CONSUMER</b>	
<b>DECISION MAKING (19 hours)</b>	
<b>6.1</b>	<b>Consumers Needs &amp; Motivation, Emotions and Mood, Consumer Involvement</b>
<b>6.2</b>	<b>Consumer Learning</b>
<b>6.3</b>	<b>Personality, Self-concept and Self-image</b>
<b>6.4</b>	<b>Consumer Perception, Risk and Imagery</b>
<b>6.5</b>	<b>Consumer Attitude: Belief, Affect, Attitude and Intention, Attitude Formation and Attitude Change</b>
<b>6.6</b>	<b>Consumer Communication</b>

 2

Continuing with our module 6 on the psychological influences on consumer decision making, today we will be moving on to the third topic in this particular module, which is personality, self concept and self image.

(Refer Slide Time: 00:41)



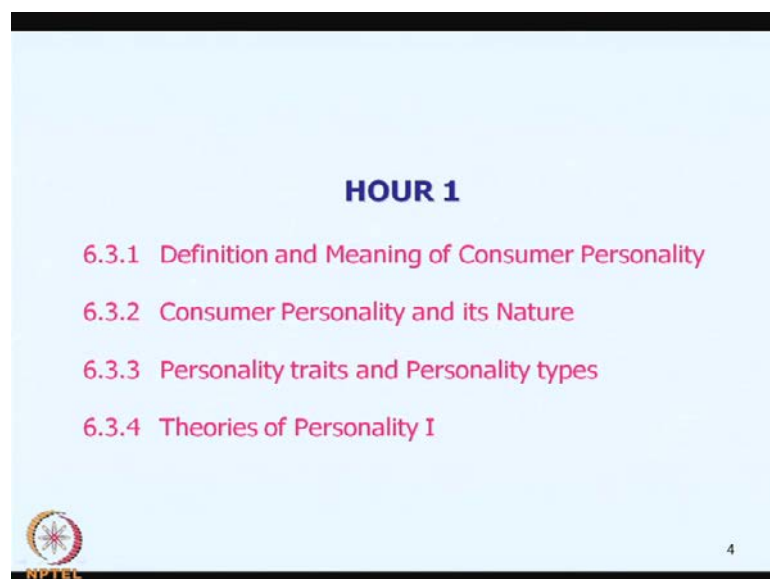
**MODULE 6.3:**  
**PERSONALITY, SELF CONCEPT AND SELF IMAGE**  
**(2 hours)**

- 6.3.1 Definition and Meaning of Consumer Personality**
- 6.3.2 Consumer Personality and its Nature**
- 6.3.3 Personality traits and Personality types**
- 6.3.4 Theories of Personality**
- 6.3.5 Meaning of Self concept and Self image**
- 6.3.6 Consumer Personality, Self-Concept and Self-Image and Implications for Marketers**

 3


In this particular topic which is topic 6.3, we shall be covering the following topics and sub topics - definition and meaning of consumer personality, consumer personality and its nature, personality traits and personality types, theories of personality, the meaning of self concept and self image, and consumer personality, self concept and self image and the implications for the marketers. We shall be covering this module 6.3 in a total of two hours.

(Refer Slide Time: 01:12)



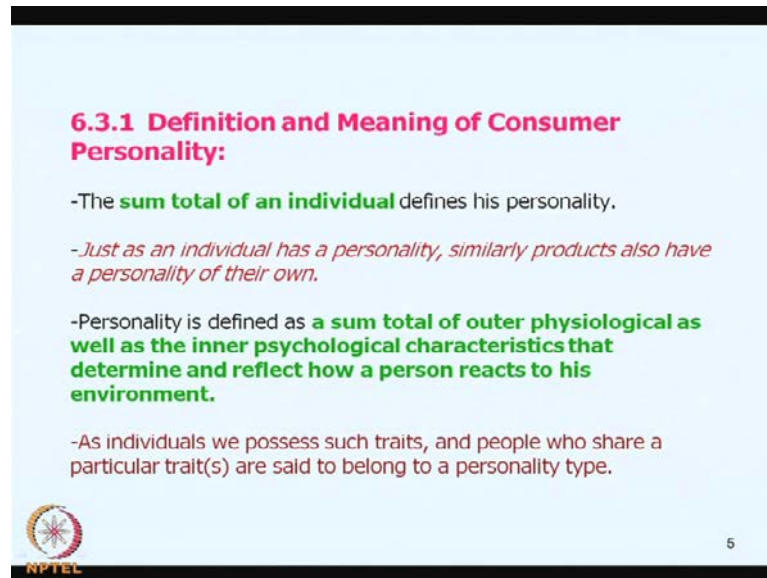
**HOOR 1**

- 6.3.1 Definition and Meaning of Consumer Personality**
- 6.3.2 Consumer Personality and its Nature**
- 6.3.3 Personality traits and Personality types**
- 6.3.4 Theories of Personality I**

 4


In the first session today or we will be covering the following topics, we will be talking about the definition and meaning of consumer personality, we will be discussing a consumer personality and its nature. And, we will talk about personality traits and personality types, and we will be talking about theories of personality, where we will touch upon just a few of the theories of personality.

(Refer Slide Time: 01:35)



**6.3.1 Definition and Meaning of Consumer Personality:**

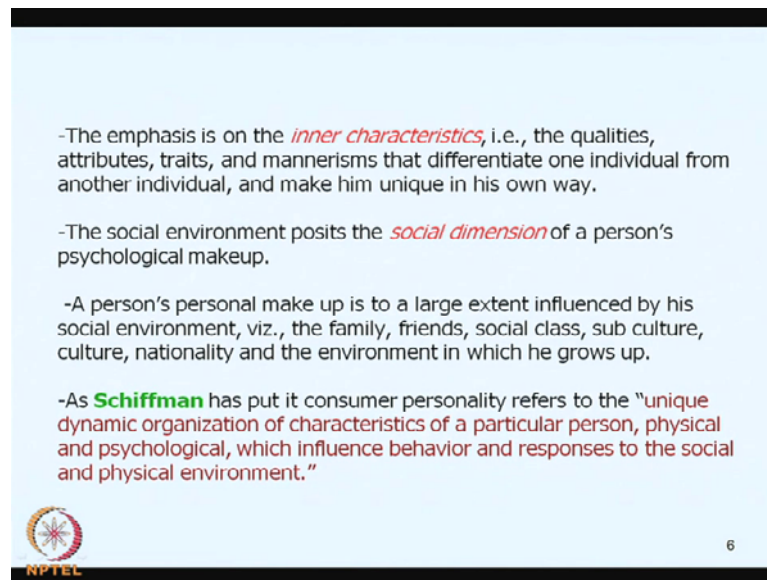
- The **sum total of an individual** defines his personality.
- Just as an individual has a personality, similarly products also have a personality of their own.*
- Personality is defined as **a sum total of outer physiological as well as the inner psychological characteristics that determine and reflect how a person reacts to his environment.**
- As individuals we possess such traits, and people who share a particular trait(s) are said to belong to a personality type.

 5

Now, you know moving on to the definition and meaning of consumer personality. Personality has been defined as a sum total of an individual, it is basically the sum total of our physiological as well as our inner psychological characteristics, that determine and reflect how a person will behave in the environment. Just as you know human beings or individuals have personality, similarly products also have personality, and herein lies the relevance of personality as a topic in the study of consumer behavior. As individuals we are supposed to be possessed with certain traits, and people who share a certain traits are been said to be belong to particular personality type. So, we will be talking about little more on personality, and moving on to discussing personality traits and personality types.

So, coming back we just said that personality is the sum total of an individual's outer physiological as well as inner first psychological characteristics, that determine how he would react into the environment.

(Refer Slide Time: 03:57)




-The emphasis is on the *inner characteristics*, i.e., the qualities, attributes, traits, and mannerisms that differentiate one individual from another individual, and make him unique in his own way.

-The social environment posits the *social dimension* of a person's psychological makeup.

-A person's personal make up is to a large extent influenced by his social environment, viz., the family, friends, social class, sub culture, culture, nationality and the environment in which he grows up.

-As **Schiffman** has put it consumer personality refers to the "unique dynamic organization of characteristics of a particular person, physical and psychological, which influence behavior and responses to the social and physical environment."

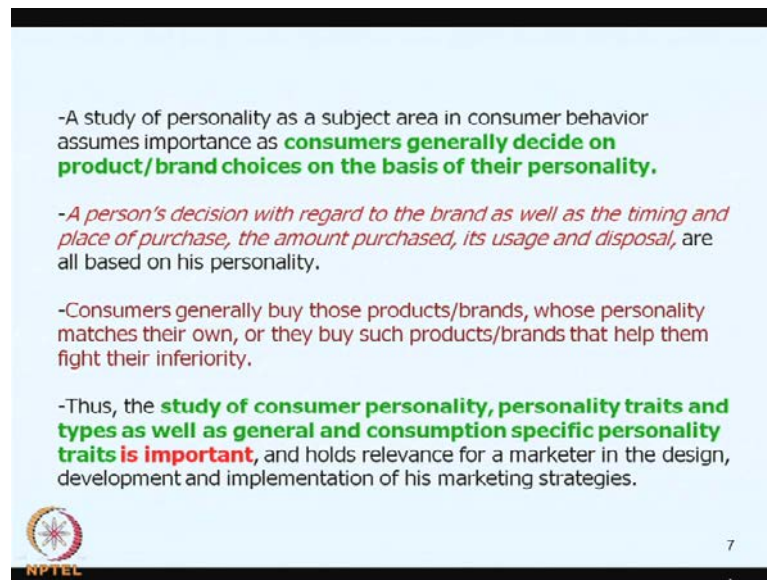


6

Now, the emphasis here is on, inner psychological characteristics that is the qualities, the attributes, the traits, and the mannerisms, which differentiate one person from another, and make him unique in some form. The social environment also has a role to play, it posits the social dimension of a person's psychological makeup; and because a person psychological makeup is to a great deal impacted by people around him, by his family, by his peers, by his friends, by his neighbors, by his culture, by his customs, and by his traditions, by the nationality, or by the type of environment in which he grows, so you know, if we look at it, we are going to talk about the physiological as well as inner psychological traits; also, the role played by the environment in terms of the social environment which it acts on the grooving of a person, and on his building up of his entire physiological as well as psychological makeup, that is going to have an impact how he behaves in the, you know, in the environment.

So, Schiffman has defined it very nicely and he says, at consumer personality refers to the unique dimension, sorry, unique dynamic organization of characteristics of a particular person, physical and psychological, which influence behavior and responses to the social and physical environment.

(Refer Slide Time: 04:23)




-A study of personality as a subject area in consumer behavior assumes importance as **consumers generally decide on product/brand choices on the basis of their personality.**

*-A person's decision with regard to the brand as well as the timing and place of purchase, the amount purchased, its usage and disposal, are all based on his personality.*

*-Consumers generally buy those products/brands, whose personality matches their own, or they buy such products/brands that help them fight their inferiority.*

-Thus, the **study of consumer personality, personality traits and types as well as general and consumption specific personality traits is important**, and holds relevance for a marketer in the design, development and implementation of his marketing strategies.



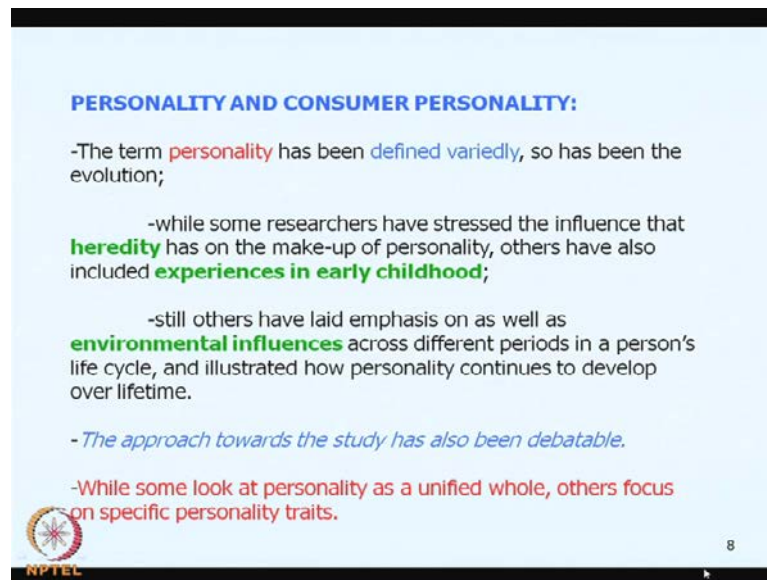
7

Now, moving on, we will see, why and how is the study of personality important in consumer behavior. So, study of personality is important as consumers generally reside on product or brand choices, based on their personality; as I just said, similar to individuals brands also have personality. And people have a tendency to choose or pickup brands of purchase brands, which they feel match their own personality. So, a person's decision with respect to the brand as well as the timing and place of purchase, the amount he buys, the manner in which he uses and disposal, all of it, is based in his personality. Consumers buy those products, which match their own personality, and they buy such products also which help them fight their feelings of inferiority. So, study of consumer personality, of a consumer traits, personality types, you know, general and consumption specific personality traits is very important, and it holds great amount of relevance for marketer in terms of design, implementation of his marketing strategies.

So, just a brief recap again; we are talking about personality; and personality here, you know, why is it important for a marketer because just as brands, human beings have personality, just as individuals have personality, similarly, brands are also supposed to have personality. In people preferred buying those brands which match their own personal makeup, or they buy brands which help them make up their feelings, or overcome their feelings of inferiority. And the manner in which they buy, the manner in which they use or dispose of goods are going to be based on their personal makeup and their personality types. A study of personality, personality traits, personality types,


whether they are general personality traits or consumption specific personality traits, is very important for a marketer. So, that he can design and implement at appropriate marketing strategies.

(Refer Slide Time: 06:25)



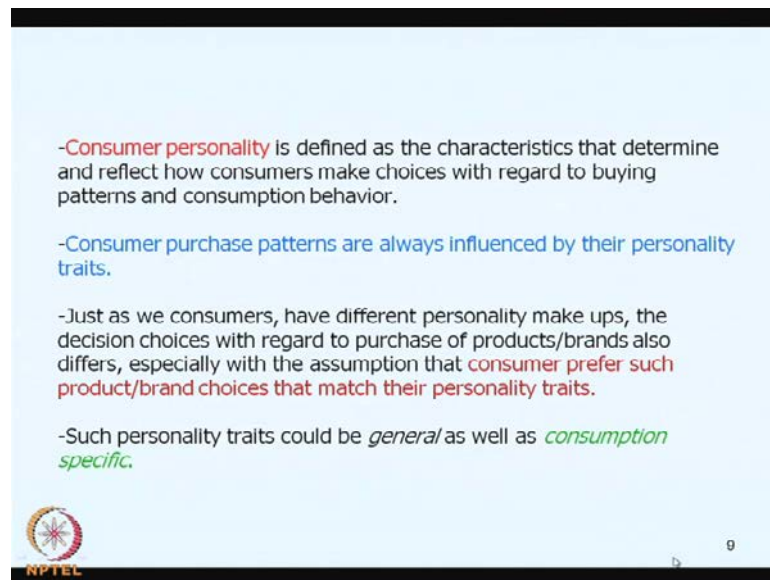
**PERSONALITY AND CONSUMER PERSONALITY:**

- The term **personality** has been **defined variedly**, so has been the evolution;
- while some researchers have stressed the influence that **heredity** has on the make-up of personality, others have also included **experiences in early childhood**;
- still others have laid emphasis on as well as **environmental influences** across different periods in a person's life cycle, and illustrated how personality continues to develop over lifetime.
- *The approach towards the study has also been debatable.*
- While some look at personality as a unified whole, others focus on specific personality traits.

 8

Let us talk a little more about personality and consumer personality. The term personality has been defined variedly; some researchers have stressed the impact of heredity on the makeup of one's personality, others have tried to include the impact of childhood experiences; still there are other researchers who have laid emphasis on the sociological influences or on the environment influences across different periods of a person's life cycle, and they show how personality develops over a period of time. So, the approach to study of personality has been very debatable; and while some researchers focus on personality has a whole, others, you know, speak about personality in terms of certain personality traits.

(Refer Slide Time: 07:15)



-Consumer personality is defined as the characteristics that determine and reflect how consumers make choices with regard to buying patterns and consumption behavior.

-Consumer purchase patterns are always influenced by their personality traits.

-Just as we consumers, have different personality make ups, the decision choices with regard to purchase of products/brands also differs, especially with the assumption that consumer prefer such product/brand choices that match their personality traits.

-Such personality traits could be *general* as well as *consumption specific*.

NPTEL 9

Coming to consumer personality, it is defined as the characteristics that determine and reflect how consumers make choices with respect to buying patterns and consumption behavior. As will see in, subsequently in a discussion, a consumer purchase preferences, consumer purchase patterns are always based on their personality traits. Just as we consumers, have different personal make ups of brands, you know, and the decision choice with reference to different brands differs, especially with the assumption that people prefer buying such products or such brands that actually match their own personality types and personality traits. So, such personality traits could be either consumption specific traits or they could be general traits, which have an impact on final consumption.

So, this basically tells us that what is personality, and how it is related to consumer personality, and how consumer personality has a bearing on consumer behavior; it will determine how people reacts to the market place, how they react to product and service offerings, how they react to the different brands, how they make product choices, and purchase patterns will always be affected by their personality traits.



(Refer Slide Time: 08:39)



**6.3.2 Consumer Personality and its Nature:**

**1. Evolution of Personality:**

- Researchers offer varied opinions.
- while some argue it is inborn and based on heredity, others illustrate the role of childhood experiences as well as experiences over life span, environmental influences as well as sudden events that mould and change one's personality.


 10

Now, let us talk move further and talk about the nature of consumer personality; we will talk in terms of, in terms of evolution, we will talk in terms of a certain properties of personality, so let us begin with the evolution. You know, how does personality evolved? Again researchers have come up with varied opinions; some argue that it is something which is inborn, people are born with it, it is genetic, it is based on heredity; others stress the role of childhood experiences as well as other experiences in the lifespan; still others give emphasis on the environmental influences which have an impact and mould a person's personality over a period of time.

So, the very evolution of personality is something which is debatable. We will see, as when we speak about different theories of personality, we will see how different how psychologists and different sociologies and different researchers have tried to study the evolution of personality, and there is no one point or no consensus on how it develops. There are works which proves that is inborn and genetic, based on heredity; there is some other work which says it is based on experiences during childhood and over our lifespan; and still others say, it is influences from the environment, and generally sociological influences, which have an impact on, you know, making up of a person's personality.



(Refer Slide Time: 10:10)



**2. Every person is unique in oneself, and thus personality reflects individual differences.**

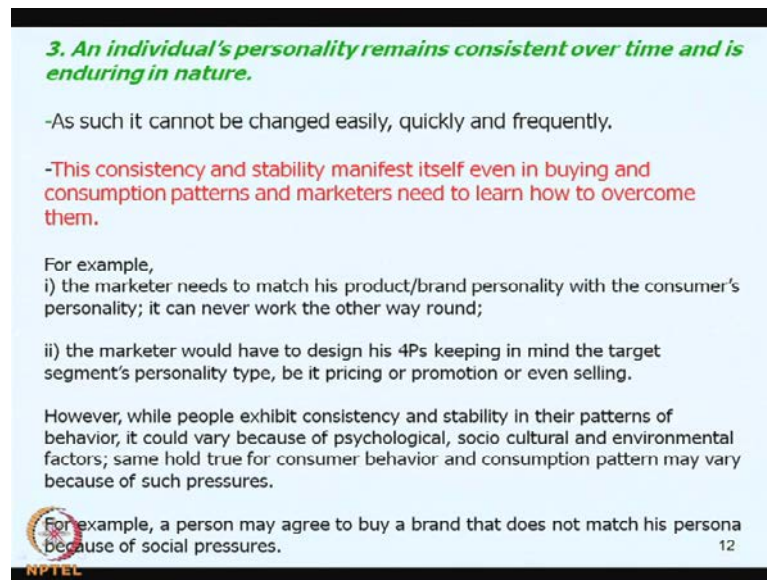
- The inner characteristics that constitute the personality make up are unique in themselves, having arisen from heredity, childhood experiences, events and incidents across lifetime and as well as impact by the environment.
- Thus, no two people are alike and each one of us exhibits a unique personal make-up.
- Yet, while we are different, we may be similar to each other on a trait (s), and could constitute a personality type(s).
- This could have implications for a marketer who could treat each personality type as a separate segment, position his offering accordingly and design the 4Ps.

11

Second, every person is unique in himself and thus personality reflects individual differences. The inner characteristics that make a personality a unique, they are different, they arise, as we said from heredity or from childhood experiences or incidents over lifetime or from the environment, thus no two people will said to be same as far as our inner personality traits are concerned. So, no two people are alike, and each one of us will actually illustrate different personal make up. Yet, we may be similar to one another on basis of a trait or a quality, and thus we could constitute something what we call as a personality trait. We will talk about personality traits and personality types, a little later, but here, I will just like to mention that if it is one quality, if it is one characteristic, we call it as a trait, and people who possess this trait or this characteristics are said to constitute together into personality types.

So, we may, we are very different as for as our individual make up is concerned; we may be similar on a particular trait or on a characteristic, and because of that we may be clubbed together and grouped together to form as a personality type. This basically has an implication for a marketer who could use personality types, whether in terms of, you know, the general traits, or consumption specific traits, he could basically use the personality type to segment markets, he could use these types to identify segments, target them, and position his product and service offerings, you know, appropriately and accordingly. So, here we say that every person is unique and personality reflects individual differences.

(Refer Slide Time: 12:08)



**3. An individual's personality remains consistent over time and is enduring in nature.**

-As such it cannot be changed easily, quickly and frequently.

-This consistency and stability manifest itself even in buying and consumption patterns and marketers need to learn how to overcome them.

For example,

- i) the marketer needs to match his product/brand personality with the consumer's personality; it can never work the other way round;
- ii) the marketer would have to design his 4Ps keeping in mind the target segment's personality type, be it pricing or promotion or even selling.

However, while people exhibit consistency and stability in their patterns of behavior, it could vary because of psychological, socio cultural and environmental factors; same hold true for consumer behavior and consumption pattern may vary because of such pressures.

For example, a person may agree to buy a brand that does not match his persona because of social pressures.

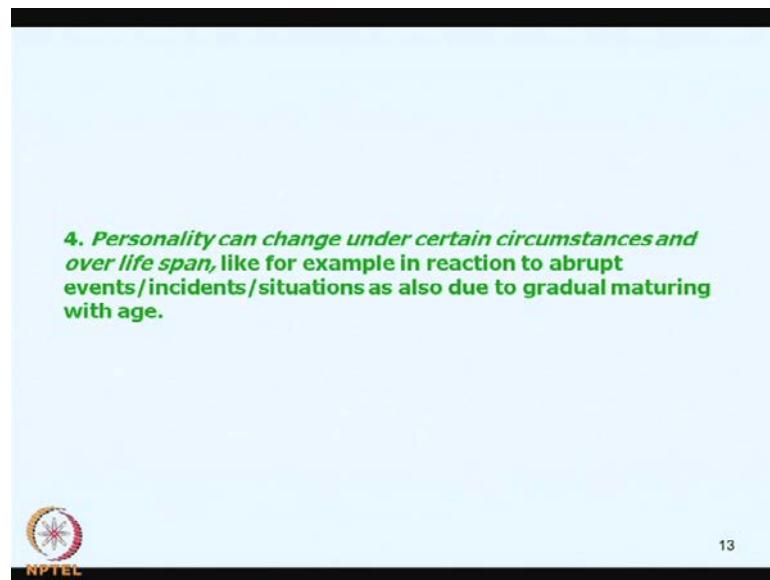
NPTEL 12

The third characteristics of personality is that a person's personality remains consistent over a period of time and it is something enduring; it is enduring, it is long lasting, it is something which cannot be changed very quickly or very frequently or easily, and this particular property also exhibits itself in buying and consumption patterns; the consistency and stability with respect to buying and purchase patterns is something which marketer has to deal with it, and marketers have to learn to basically overcome them.

So, for example, the marketer needs to match his product or service offerings, or his brand personality with their consumer personality, it can be never work the other way around; it is the marketer who will have to change the personality of his brand, he cannot change up personal make up of his segment. The marketer would again have to design his 4Ps by keeping in mind the personality type, whether it is with respect to the product, or the brand, or the price, or the promotion, even in the selling style.

So, people will exhibit consistency and stability in patterns of their behavior; it will vary, it could vary, but over a period of time, but generally, especially consumption behavior could vary because of certain pressures like socio culture pressures or environmental pressures; nevertheless it is something which will be static, it is something which could be consistent, and the endure over a period of time. So, this is another characteristic of personality.

(Refer Slide Time: 13:42)



While personality is enduring, it can change under circumstances, under very serious and very strategic, or some kind of humble circumstances in life or on a lifespan. For example, a person may react suddenly to, you know, to an age; they react suddenly to, you know, to certain events in life or certain incidents or certain situations, or he may also mature with gradual advancement of age. So, while we say that personality is consistent in enduring, it could also change over a period of time, either because of maturing of age, or because of certain incidents in life, it could be some tragic incidents or sudden incidents or very, you know, certain kinds of situations which may bring about changes in a person's personal makeup.

So, while discussing the nature of personality, we discussed how it is evolved, where views are diverse with respect to the origin, whether it is genetic and heredity and inborn, or whether it is as a result of grooming in the social environment, or is it because of childhood experiences and other experiences over a period of time. We have also seen that the personality is something which is unique and people exhibit individual differences with respect to their personal makeup, or their personality. And while people are different, they may be similar on a particular trait; and they would constitute a personality type, which again has relevance for a marketer in terms of the target marketing or the STP, or in terms of designing implementation of his marketing strategy.

Also personality is something which is enduring, and long term does not change very quickly or very frequently, people continue to have their preferences, people continue to have their choices with respect to brands which actually match their personality types. So, marketers must do a lot, to basically try to overcome such a consistency in personal makeup. And finally, he said that while personality does not, you know, change frequently, it could nevertheless change under certain circumstances, or certain life events, or may be due to gradual advancement of age.

(Refer Slide Time: 16:10)

**6.3.3 PERSONALITY TRAITS AND PERSONALITY TYPES:**


- As individuals, each one of us is unique with a wide array of qualities, attributes, traits and characteristics.
- However, each one of us shares with each other a quality or a few trait (s).
- When we share a trait (s) with another (others), we are said to be similar on that trait and thus we together with the other person (s), is said to fall in a **personality type**.
- A **personality trait** is a person's inclination to behave in a particular way while interacting with the external environment to achieve goals; this would be specific to an area of a person's life.
- Many personality traits put together, comprise the personal make-up of a person and culminate into his personality.

NPTEL 14

Now, let us come to the next topic, which is personality traits and personality types. Now, as individuals we are very different, we possess different kinds of traits, different kinds of attributes, different types of characteristics and qualities. However, each one of us may share with each other a quality or a trait or a characteristics or a attribute. So, when we share a trait or a few traits with another, or with other people, we are said to be similar on that trait or that attribute or that characteristics or that quality, and thus we have put together with the other people in, what is said to be a personality type.

So, a personality trait is a person's inclination to behave in a particular way while interacting with his external environment; and people sharing a particular personality trait are put together and clubbed as a personality type. So, many personality traits put together will make up a person's personal makeup and culminate into his personality.

(Refer Slide Time: 17:01)




-On the other hand, a group of people who share personality traits are said to fall into a **personality class**; they are expected to react to the environment in a similar manner as they are similar to each other on the basis of certain trait (s).

For example, stubbornness may be a trait; dogmatism would become a personality type.

15

As I just said, group of certain people who will share certain personality traits will be called people will be referred to sharing a personality type. So, here for example, stubbornness may be a trait, and dogmatism could become a personality type.

(Refer Slide Time: 17:21)



### 6.3.4 Theories of Personality:

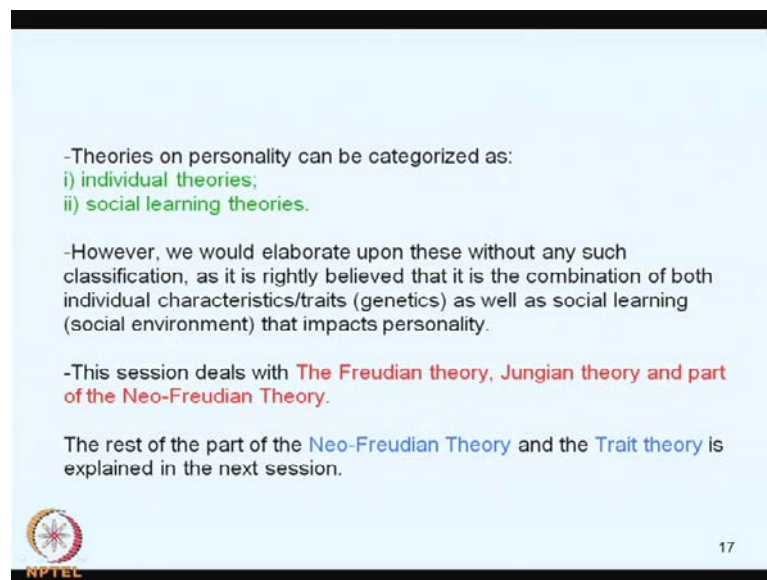
- The study of personality has been a matter of discussion; contributions are varied and debatable.
- Major contribution was made by the father of psychology, **Sigmund Freud**.
- Other contributions came from psychologists like **Carl Jung**, the **Neo-Freudians** (like Adler, Sullivan and Horney) and the **Trait theorists**.

16

Now, let us move further and talk about the various theories of personality. We will be talking about the theories of personality today, in this session as well as in the next session, because we have a couple of theories to cover and we will not be able to cover all of them in one session.

So, we will see, what the various theories are, and then I will define which of these we will be discussing in this session, and which of these, which would be discussing in the subsequent session. Now, the study of personality as we have seen, has been debatable, it is a matter of discussion, even with respect to the definition or the meaning or the nature or the origin and the evolution, whatever contributions have been made by researchers or by sociologists or psychologists, have all been, they varied and debatable. Major contribution has come from the father of psychology is Freud or Sigmund Freud, and other contributions to the theories of personality have come from other psychologists like Carl Jung and the Neo-Freudians, Adler, Sullivan, and Homey, as well as the Trait theories or the Trait theorists.

(Refer Slide Time: 18:31)




-Theories on personality can be categorized as:

- i) individual theories;
- ii) social learning theories.

-However, we would elaborate upon these without any such classification, as it is rightly believed that it is the combination of both individual characteristics/traits (genetics) as well as social learning (social environment) that impacts personality.

-This session deals with The Freudian theory, Jungian theory and part of the Neo-Freudian Theory.

The rest of the part of the Neo-Freudian Theory and the Trait theory is explained in the next session.



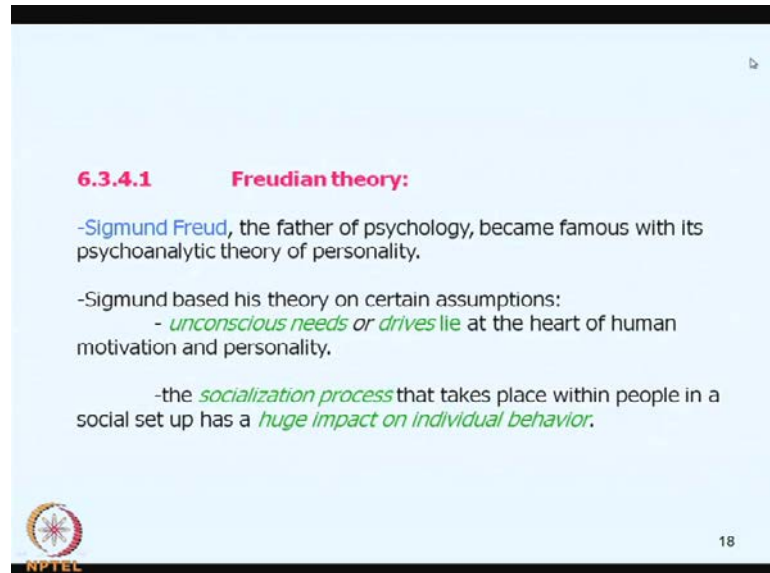
17

So, when we talk of these theories, we can classify them into two categories: the individual theories and the social learning theories. So, we would explain on these without such classification, as it is believed that combination of both, individual characteristics or traits, as well as social learning, impacts personality. So, we will not treat the two categories separately, we will talk about them in conjunction, and we will explain them in terms of the theories proposed by Freud, by the Neo-Freudians and by the other trait theorists. So, without going into this classification of individual and social learning theories, we will define them in terms of the proponents who proposed them. This particular session we will talk of the Freudian theory and the Jungian theory, and



also a little bit about the Neo-Freudian theory, in next session we will be completing the Neo-Freudian theory, and also have a discussion on the traits theories.

(Refer Slide Time: 19:41)



**6.3.4.1 Freudian theory:**

- Sigmund Freud, the father of psychology, became famous with its psychoanalytic theory of personality.
- Sigmund based his theory on certain assumptions:
  - *unconscious needs or drives* lie at the heart of human motivation and personality.
  - the *socialization process* that takes place within people in a social set up has a *huge impact on individual behavior*.

NPTEL 18

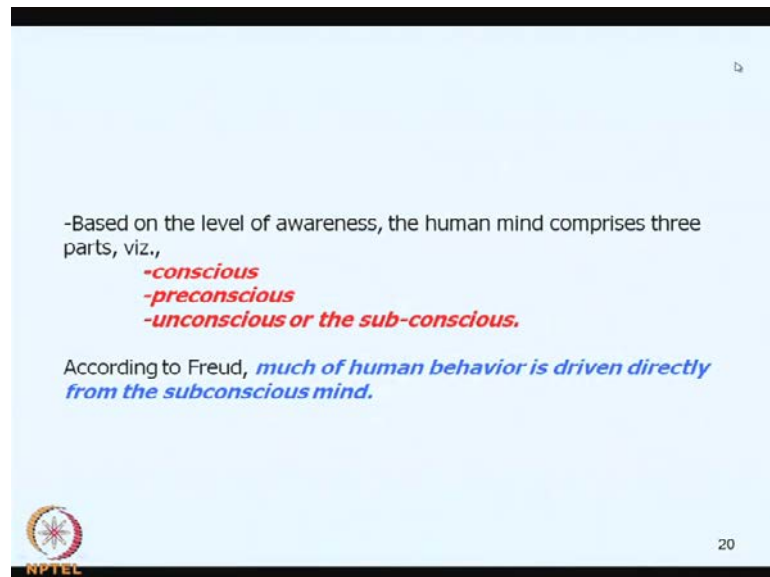
So, let us start with the Freudian theory. Now, Sigmund Freud as the father of psychology, he became very famous with this, with this theory of personality, which is called the psychoanalytic theory of personality. And he based this theory on some assumptions, two basic assumptions: one, he said that the unconscious needs and drives lie at the heart of human motivation and personality. So, he spoke about the unconscious or the sub conscious needs and drives, which lie at the heart of the human motivation and personality. And second, he spoke about the socialization process that takes place in a person's social setup that has impact on individual behavior. So, Freudian explained his theory based on these two assumptions: one, the subconscious which drives the heart of motivation and personality; and two, impact of the socialization process on the makeup of individual behavior.

Now Freudian explained, how the human psyche or the mind operates, and he said that the humans, much of the human psyche is beyond explanation, it operates beyond levels of awareness and beyond any kind of explanation that can imparted to it. He says, much of the human behavior cannot be explained as it lies within the subconscious; and he said, personality can be viewed as the tip of an ice berg, just as the majority of the ice berg remains under water, and only the tip of the ice berg is seen. Similarly, much of a



personality exists in the subconscious, and something which is below the level of awareness or below the level of explanation; much of a personality exists in the subconscious or the unconscious, and it is the just a part of our psychology which emerges out and is seen as a part of conscious state of the mind.

(Refer Slide Time: 21:38)



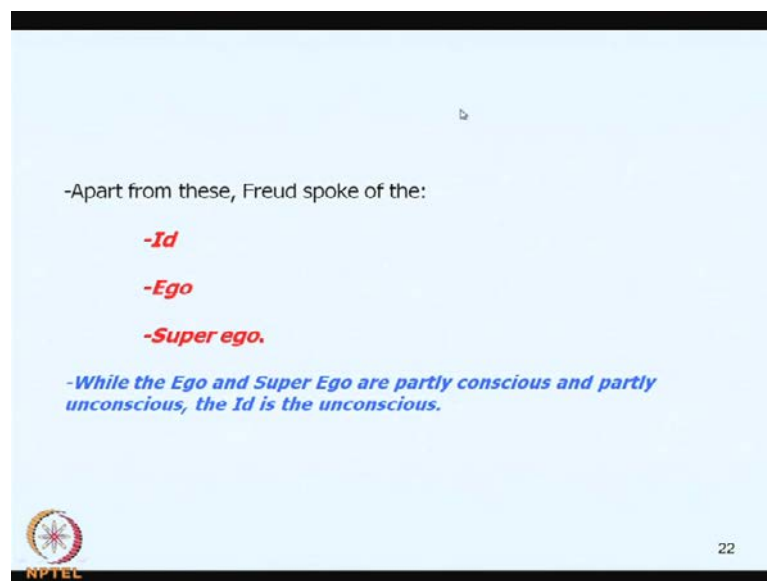
So, based on his level of awareness, based on the level of awareness, human mind can be, comprises three parts: the conscious, the preconscious, and the unconscious or the subconscious. So, much of the behavior as Freud said was actually driven by the subconscious or the unconscious mind.

The conscious mind is something what a person is aware of at a particular movement of time, and that reflects his thoughts, his feelings, his perceptions, his fantasies etc. It restricts itself to current thinking processes, and compares a major part his current awareness. The preconscious mind or is the available memory, it is something which can be retrieved and made conscious, and brought to the mind instantly or very quickly; it is something we are aware of, but we are not giving much attention to it at a point of time; and it can definitely be brought into the conscious mind. The unconscious or the subconscious is something which remains hidden; it is something which cannot be explained; it comprises the larger part of the human mind; and it is that which accounts for a major part of our reactions, major part of our behavior; it stays at the subconscious level and it comprises the unaware; or it is better known in the terms of our drives or our

instance, our feelings, and our memories and emotions related to traumas. So, it stays at the subconscious, and it comprises the unaware, or it is in terms of a drives or motives, or our feelings, or our emotions, related to trauma. It is because of this unconscious mind or because of this subconscious mind that we largely able to control many aspects of our behavior, especially those acts of our behavior which we want to avoid. So, Freud basically spoke about these three levels of awareness in the consumer, in a human beings mind.

Apart from this, Freud also spoke about the Id, the Ego and the super Ego. I will explain what Id, Ego and super Ego is? But he said, while the ego and super Ego are partly conscious and partly unconscious, it is the Id which is totally unconscious. So, he, Freud spoke about the Id, the Ego and the super Ego, and he said while the Ego and super Ego are partly conscious and partly unconscious, the Id is something which is totally and totally unconscious.

(Refer Slide Time: 24:27)




So, what is this? We go into little detail. The Id is basically, the, it consists of primitive drives that lack the real perception of reality. It operates on the pleasurable principle with the object of seeking pleasure or avoiding pain, and doing all those things which one wants to. The processes come into play when, in terms of primary processes like hunger, thirst, etc. The Ego is aware of reality and operates by the reality principle, where it recognizes what is real, and understands behavior and its consequences. The processes

that come into play are secondary, like learning and memory, or perception. And it also includes the impact of socialization on the life of an individual. And the super ego is the value system and the morals which enumerate from what an individual learn, from his childhood or from his parents. So, it is contained in the conscious part of our memory, and it believes in doing or saying or doing things which the society says.

So, Freud said, while Ego and super ego are something which will be partly conscious and partly unconscious, it is the Id will be totally and totally unconscious. So, according to him it is the interplay between the Id, the Ego and the super ego, which actually determine our personality. So, personality is basically based on the interplay between the conscious and the subconscious and the unconscious, or between the Id, the Ego and the super ego.

Little more about the id, ego and the super ego; super ego counter balance the id. So, while is primitive and more to do with primary, you know, processes, it is the super ego which actually tries to control, it act as a counter balance, and the super ego tries to restrict the pleasure seeking demands of the, of the Id, and it is left for the Ego to balance the demand of the Id and super ego with constraints of reality. So, this is, Freud, he said it is basically disinter play between the Id, the Ego and the super ego, which is going to determine ones personality; and personality makeup is basically result of this, derive of this inter relationship between the conscious and subconscious, as the Ego, super ego and the Id, and all of the various traits, the socialization process, the environment which a person faces and the certain kind of experiences which he goes through.

(Refer Slide Time: 27:26)



-According to Freud, there exists a state of tension within an individual; this tension arises out if there is a mismatch between an individual's needs and desires vis-à-vis the norms set up by the society and the socialization process; the manner in which an individual sorts out the dilemma shapes his personality.


26

So, moving further, Freud basically said that there exists tension in the mind of an individual, this tension basically arises out of a mismatch between individual's needs, and desires viz a viz the norms setup by the society and the socialization process. So, the manner in which a person sorts out this discrepancy or dilemma actually shapes up his personality.

(Refer Slide Time: 27:48)

**An Assessment of the Theory:**

- The Freudian theory is the first comprehensive theory that was proposed on the subject of personality.
- He described several components that underlie how personality emanates, thus leading to a better understanding of the subject.
- Other theories have emerged out of this pioneering work. Yet it has been criticized.
- It is pointed out that his theory lacks reliability and validity;
  - one, it does not lend itself to empirical testing, primarily because the hypotheses are not testable;
  - two, Freud based his theory on the case study approach, and it would be inappropriate to make generalizations based on the case study approach;
  - three, he concentrated only on the impact that childhood experiences have on personality, and ignored other experiences across life span.




27

Now, coming to the assessment of the theory, it is the first comprehensive theory that was proposed on the subject of personality and it basically describes the large number of

components that underline how personality emanates. So, it actually leads to better understanding of the process; how the theories have been, it is emerging piece of work. Yet it has been criticized; it is pointed out that is very abstract and it lacks reliability and validity, it does not lend itself to any form of empirical testing, because the hypothesis are not testable; also, Freud made this theory on a case study approach and it is regarded as inappropriate to make generalizations based on a case study; and third, he only concentrated on the childhood experiences and ignored other experiences which people have across life. So, because of this, theory has come into criticism by researchers.

(Refer Slide Time: 28:50)



**Implications for marketers:**

- The Freudian theory holds relevance for a marketer.
- 1. Consumer reactions in the marketplace with respect to purchase decisions and post purchase behavior are a reflection on individual personality.
- Just as people have personalities, similarly product/brands also have personalities.
- Consumers tend to relate "personality-like" traits to different products and brands.
- Consumers match their personality styles with the product/brands they buy.
- Thus, marketers should segment markets and position their brands accordingly.
- For example, there are variants of the same motorbike; some plain and sleek, some trendy and some powerful, each of which are meant for separate segments. Thus, marketers could take a clue and segment consumers on the basis of the personality traits that determine their behavior.

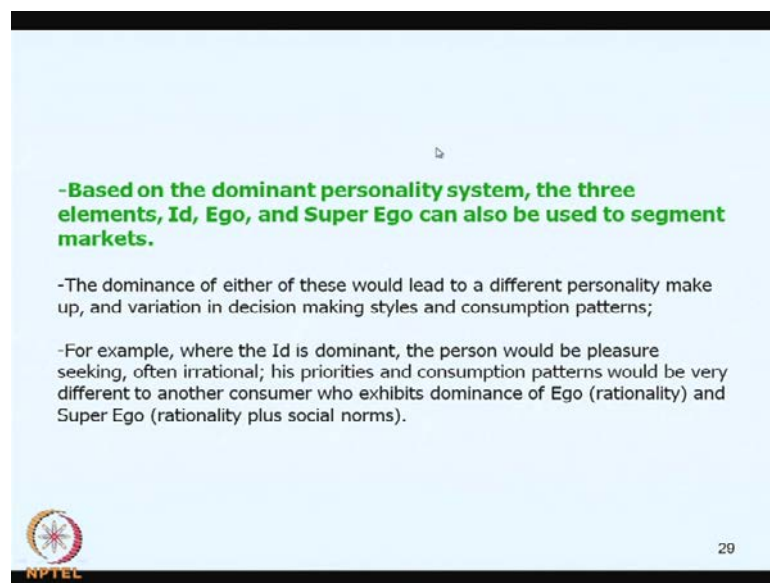
NPTEL 28

But nevertheless it has implications for the marketer, and great relevance for a marketer. Consumer reactions in the marketplace with respect to purchase decisions, and post purchase outcomes or behavior, are a reflection of individual personality. As we have said, just as people have personality, brands also have personality; people try to relate their personality like traits to different products and brands that they buy. So, they match their personality with the products or brands that they buy. So, marketers should accordingly identify segments, and position their brands. For example, we see that there are variants of cars or of motorcycles, some are plain and sleek, others trendy, and others powerful, so each of this actually meant for a different segment.

So, marketers could basically take clues and segment consumers on the basis of, on the basis of personality traits. Based on the dominant personality system, the three elements


Id, Ego and super ego, can also be used to identify consumer segments. The dominance of either of these would lead to different personal makeups, and variation in decision making style. For example, where the Id is dominant, person would be pleasure seeking of a irrational and he will parasite his consumption patterns very differently to how others who exhibits dominance of Ego or super ego. So, where Id is dominance, person who would pleasure seeking; on the other hand, where the person dominants in terms of Ego, it is a rationality which will have a play, and when person dominates in terms of super ego, it will be rationality plus social norms.

(Refer Slide Time: 30:32)



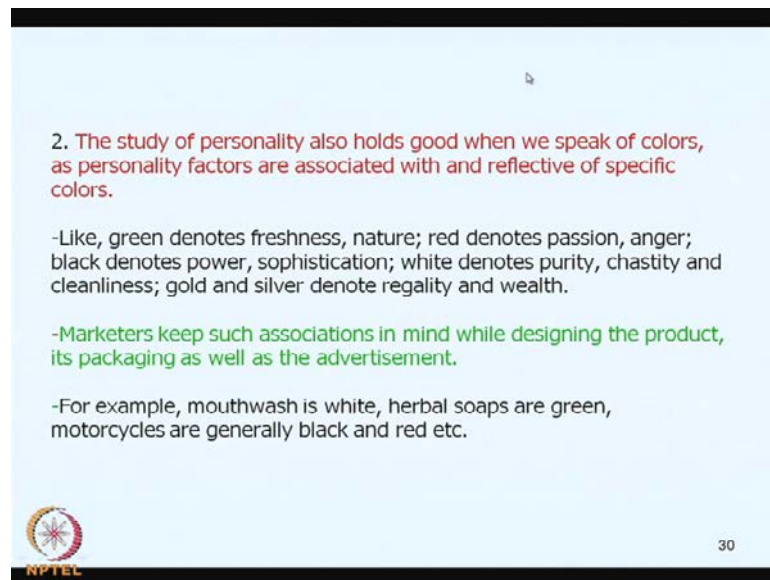
**-Based on the dominant personality system, the three elements, Id, Ego, and Super Ego can also be used to segment markets.**

- The dominance of either of these would lead to a different personality make up, and variation in decision making styles and consumption patterns;
- For example, where the Id is dominant, the person would be pleasure seeking, often irrational; his priorities and consumption patterns would be very different to another consumer who exhibits dominance of Ego (rationality) and Super Ego (rationality plus social norms).

 29

So, based on the dominant personality system, the three states, id, ego and super ego, can also used to identify segments, because dominance of either of these will lead to a different makeup style, or different personality makeup style, and it actually will have implications on consumer decision making and consumption patterns.

(Refer Slide Time: 30:53)




2. The study of personality also holds good when we speak of colors, as personality factors are associated with and reflective of specific colors.

-Like, green denotes freshness, nature; red denotes passion, anger; black denotes power, sophistication; white denotes purity, chastity and cleanliness; gold and silver denote regality and wealth.

-Marketers keep such associations in mind while designing the product, its packaging as well as the advertisement.

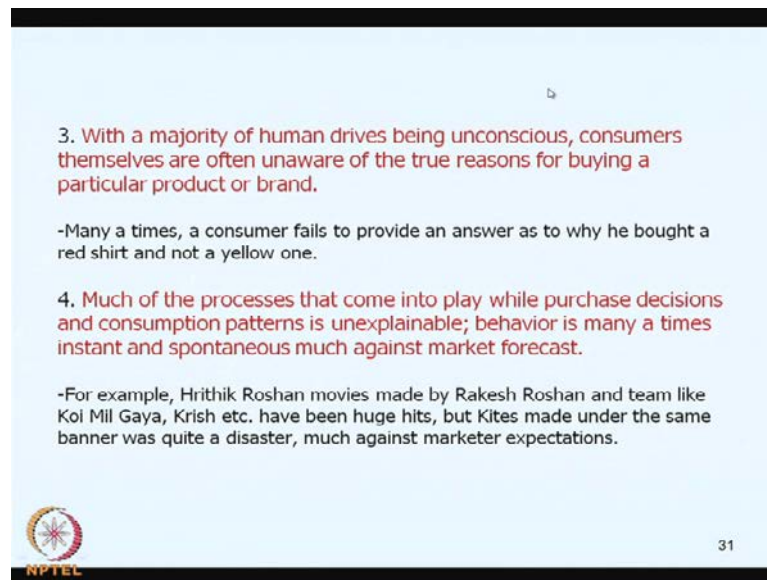
-For example, mouthwash is white, herbal soaps are green, motorcycles are generally black and red etc.

 30

The study of personality also holds good when we talk of colors, as personality factors associated with, and the specific to certain colors: green denotes freshness; red- passion and anger; and black- power and sophistication; white- purity and cleanliness; golden and silver- regality and wealth. So, marketers basically keeps such associations in mind, when they are taking decisions with respect to the product, the packaging of the product, the labeling of the produc, or in terms of the advertisements. So, we have soaps, herbal soaps which are green in color; or, we have motorcycles which are black or red; or, we have mouth wash which is white; or we have, you know, designer, a parallel way which is golden and silver. So, the colors, you know, also have a role to play when we talk of personality and personal make up.



(Refer Slide Time: 31:55)



3. With a majority of human drives being unconscious, consumers themselves are often unaware of the true reasons for buying a particular product or brand.

-Many a times, a consumer fails to provide an answer as to why he bought a red shirt and not a yellow one.

4. Much of the processes that come into play while purchase decisions and consumption patterns is unexplainable; behavior is many a times instant and spontaneous much against market forecast.

-For example, Hrithik Roshan movies made by Rakesh Roshan and team like Koi Mil Gaya, Krish etc. have been huge hits, but Kites made under the same banner was quite a disaster, much against marketer expectations.

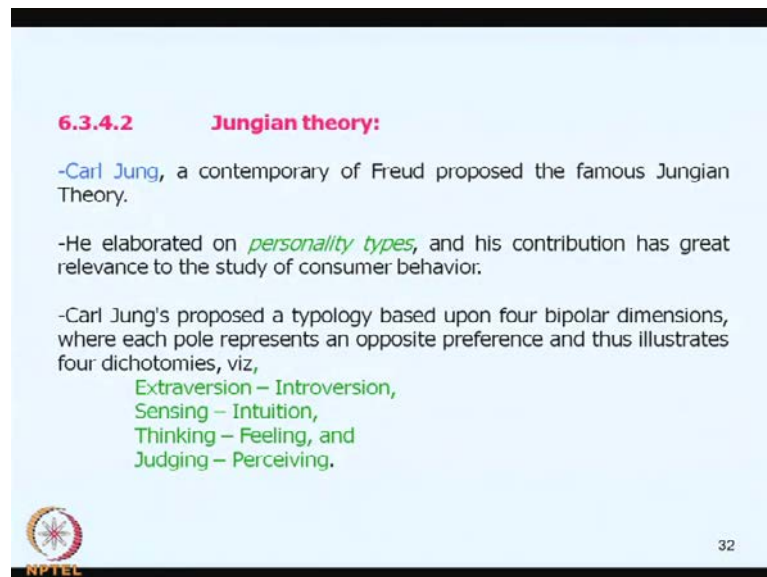
NPTEL 31

Another implication which the marketer can drop on is that human drives being unconscious, consumer be unaware of need or a want, and they totally unaware of why they are purchasing a particular product or service offering or a brand. So, many a times consumers fail to provide an answer, why they brought a red shirt and not the yellow one or we have seen how people react to colors in the market place, and suddenly decide to buy a color which they actually do not wear, or decide to buy another color which is very different to watch they wear. So, human drives being unconscious, consumers may be totally unaware.

Much of the processes that come into play during purchase and consumption patterns is unexplainable. It is spontaneous, it is instant, it is much against, you know, market forecast. For example, we have seen, we have studied the principle of stimulus generalization, where we spoke about family, you know, branding, or we spoke about product line extensions, and may be so that because of product, brand is from a repetitive company, all other products which are offered also seem to get that benefit, that kind of conditioning that takes place. But here, this could actually totally go absolutely, you know, absolutely it could be totally mismatched; and it could be totally unexplainable when we have a case were Hrithik Roshan movie is made by the Rakesh Roshan and the team have been huge hits, but Kites made under the same banner was a disaster. So, why certain things happen and why they do not happen, why certain product are brought and why they do not get brought, why stimulus generalization may work or why it may not


be work, it may totally due to reasons of personality. So, much of our behavior, much of our purchases, much of our decisions, purchase decisions and patterns are totally unexplainable, and market behavior sometimes absolutely spontaneous and instant.

(Refer Slide Time: 34:02)



**6.3.4.2 Jungian theory:**

- Carl Jung, a contemporary of Freud proposed the famous Jungian Theory.
- He elaborated on *personality types*, and his contribution has great relevance to the study of consumer behavior.
- Carl Jung's proposed a typology based upon four bipolar dimensions, where each pole represents an opposite preference and thus illustrates four dichotomies, viz,
  - Extraversion – Introversion,
  - Sensing – Intuition,
  - Thinking – Feeling, and
  - Judging – Perceiving.

 32

Now, let us come to the next theory which is Carl Jung's theory, the Jungian theory to personality. Jung was a contemporary of Freud, and he proposed the very famous Jungian theory. He also elaborated on personality types, and his, get a contribution, you know, is in terms of as we discussed personality types, and how this is, you know, it has great relevance to the study of consumer behavior. He basically proposed typology based on 4 bipolar dimensions, where each of the pole represents an opposite reference, and so there are 4 dichotomies. And he spoke about these bipolar, four bipolar dimensions in terms of the 4, you know, dichotomies: extraversion- introversion, sensing- intuition, thinking- feeling, judging and perceiving. Now, if we go into the permutations of these four pairs, we get about 16 different personality types. So, the 16 different personality types are defined in terms of acronyms, and the combination of the four bipolar dimensions that they represent.

(Refer Slide Time: 35:17)


*The permutations of these 4 pairs help identify sixteen different personality types.*

The sixteen personality types are defined in terms of acronyms of the combination of the 4 dimensions they represent.

The various types are :

- Extraverted Sensing (ESFP, ESTP),
- Introverted Sensing (ISTJ, ISFJ)
- Extraverted Intuition (ENFP, ENTP)
- Introverted Intuition (INFJ, INTJ)
- Extraverted Thinking (ESTJ, ENTJ)
- Introverted Thinking (ISTP, INTP)
- Extraverted Feeling (ESFJ, ENFJ)
- Introverted Feeling (INFP, ISFP).

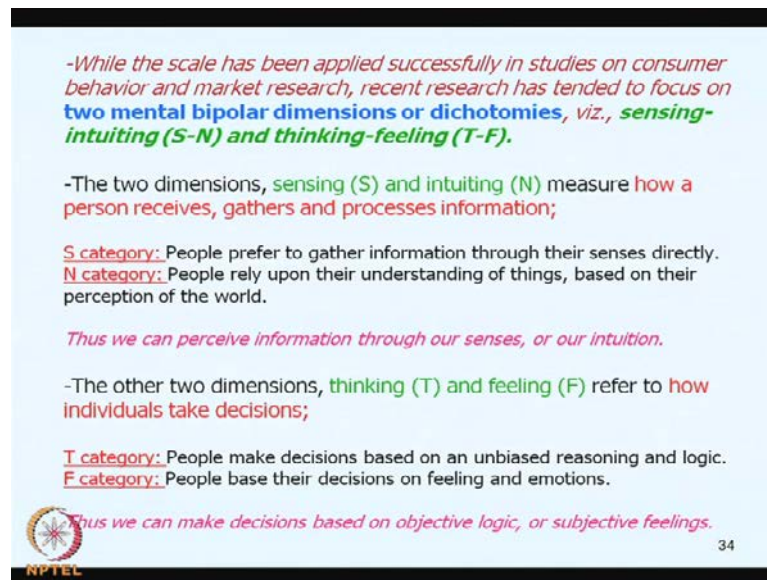
*The personality types proposed by Carl Jung were developed and incorporated into a scale that came to be famously known and applied as the **MBTI** or the **Myers-Briggs Type Indicator**.*



33

So, the 16, you know, different personality types could be in terms of extraverted sensing which is ESFP, ESTP, introverted sensing which is ISTJ, ISFJ, extraverted intuition which is ENFP, ENTP, or introverted intuition which is INFJ, INTJ, or extraverted thinking which is ESTJ, ENTJ, introverted thinking- ISTP, INTP, extraverted feeling ESFJ, ENFJ, and introverted feeling- INFP and ISFP. Now, the various, if you see, these permutations of these 4 bipolar dimensions, they come out with 16 in number. And these personality traits proposed by Jung were basically developed and incorporated into a scale which came to be very famously known as the MBTI or the Myers Briggs type indicator.

(Refer Slide Time: 36:14)



*-While the scale has been applied successfully in studies on consumer behavior and market research, recent research has tended to focus on two mental bipolar dimensions or dichotomies, viz., **sensing-intuiting (S-N)** and **thinking-feeling (T-F)**.*

*-The two dimensions, **sensing (S)** and **intuiting (N)** measure how a person receives, gathers and processes information;*

***S category:** People prefer to gather information through their senses directly.*  
***N category:** People rely upon their understanding of things, based on their perception of the world.*

*Thus we can perceive information through our senses, or our intuition.*

*-The other two dimensions, **thinking (T)** and **feeling (F)** refer to how individuals take decisions;*

***T category:** People make decisions based on an unbiased reasoning and logic.*  
***F category:** People base their decisions on feeling and emotions.*

*Thus we can make decisions based on objective logic, or subjective feelings.*

NPTEL 34

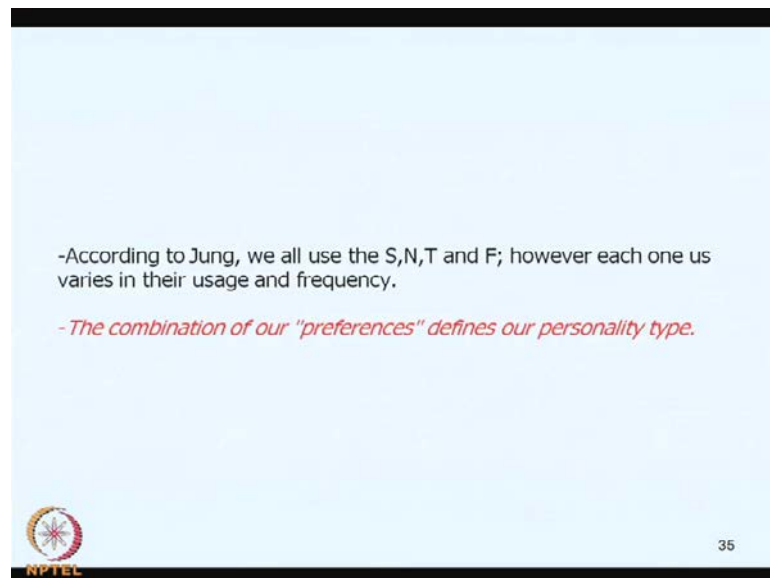
Now, while this particular scale has been successfully applied to number of studies, you know, we, recent research have tended to focus on two bipolar dimensions or dichotomies. And these two bipolar dimensions are sensing- intuiting and thinking- feeling. So, sensing and intuiting becomes, S and N, and thinking-feeling becomes T and F. Now, the two dimensions sensing and intuiting will basically measure how a person gathers information as well as how he processes information. So, we have S category, where people prefer to gather information from their senses directly, or we have the N category which is, which is intuiting, where people rely on their feeling, they rely on that, sorry am sorry, they rely on the understanding of things, based on that perception of the world.

So, we have the first dimension which is sensing and intuiting, which will show how people prefer in gather and process information. S category prefers gathering information by their senses, and the N category or the intuition where the people rely upon the understanding of the world based upon their perception of the world. So, we have these two dimensions, the sensing and the intuiting. So, we can perceive information either through our senses, or through our intuition. If it through senses, we call it sensing; if it through intuition, we call it intuiting.

The other two dimensions are thinking and feeling, how individuals take decisions. So, we have thinking which is referred to as T, and feeling which is referred to as F. T

category people make decisions based on unbiased reasoning and logic; F category based on feelings and emotions. So, we have the, we have the other two dimensions in the form of thinking and feeling, and this is going to decide how people make decisions. So, people in T category make decisions based on reasoning, based on logic; and people in the F category will make decisions based on feelings and emotions. So people can either base their decisions on logic, on rationality, on objectivity, or it could be on feelings, emotions and subjectivity. So, we have these 4, you know, dimensions, sensing-intuiting, thinking and feeling. And sensing and intuiting will basically measure how people receive information and process information; and the other two, thinking and feeling will say how people take decisions.

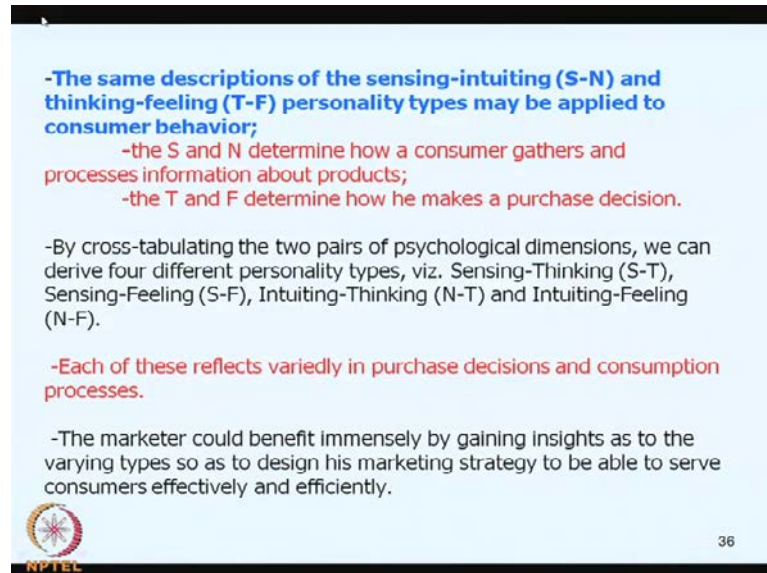
(Refer Slide Time: 38:59)



Now according to Jung, we all use the S, N, T, F, or sensing, intuiting, thinking, and feeling, we all use these in our day to day lives; how each of us vary with respect to the usage. And you know, the combination of our preferences basically depicts our personality types. So, on a day today basis, we are either sensing or intuiting, or we are thinking, or we are feeling. And the kind of usage, you know, the kind of frequency which we use these types to make decisions, will actually define our personality type. And, at the same thing, in terms of the sensing, intuiting, thinking, and feeling, may be used to define or describe a day to day consumption patterns and consumer behavior. The S will tell us how people, the S and N will tell us how people gather information with respect to product or services, how they comprehended, how they elaborate upon it,

and how they, you know, retain this information. On the other hand, the thinking and feeling will tell us how people make purchase decisions.

(Refer Slide Time: 40:06)




**-The same descriptions of the sensing-intuiting (S-N) and thinking-feeling (T-F) personality types may be applied to consumer behavior;**

- the S and N determine how a consumer gathers and processes information about products;
- the T and F determine how he makes a purchase decision.

-By cross-tabulating the two pairs of psychological dimensions, we can derive four different personality types, viz. Sensing-Thinking (S-T), Sensing-Feeling (S-F), Intuiting-Thinking (N-T) and Intuiting-Feeling (N-F).

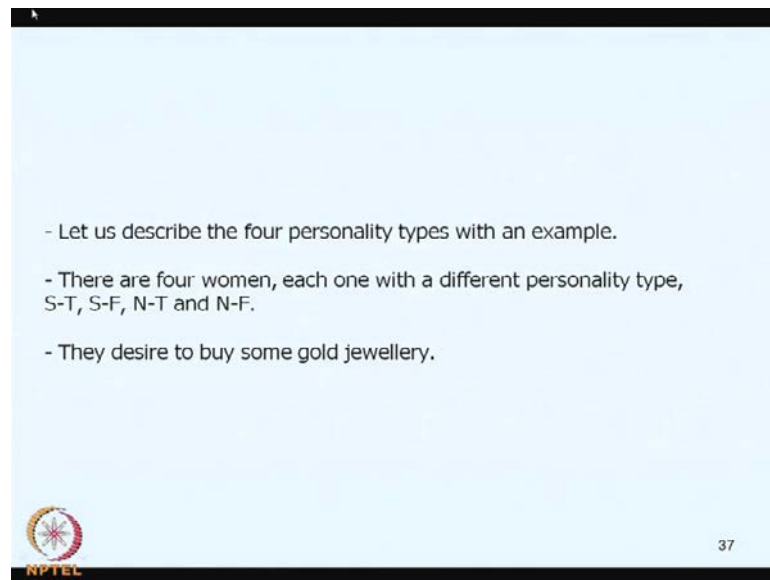
-Each of these reflects variedly in purchase decisions and consumption processes.

-The marketer could benefit immensely by gaining insights as to the varying types so as to design his marketing strategy to be able to serve consumers effectively and efficiently.

 36

So, by, you know, by cross tabulating these two psychological dimensions, we have 4 different personality types, S- T, S- F, N- T, and N F. So, it could be sensing- thinking, sensing-feeling, intuiting-thinking, and intuiting-feeling. Each of these will basically reflect how varied we are in terms of purchase decision and consumption patterns. And the marketer could benefit by gaining insights into these 4 different personality types, and design his marketing strategy accordingly.

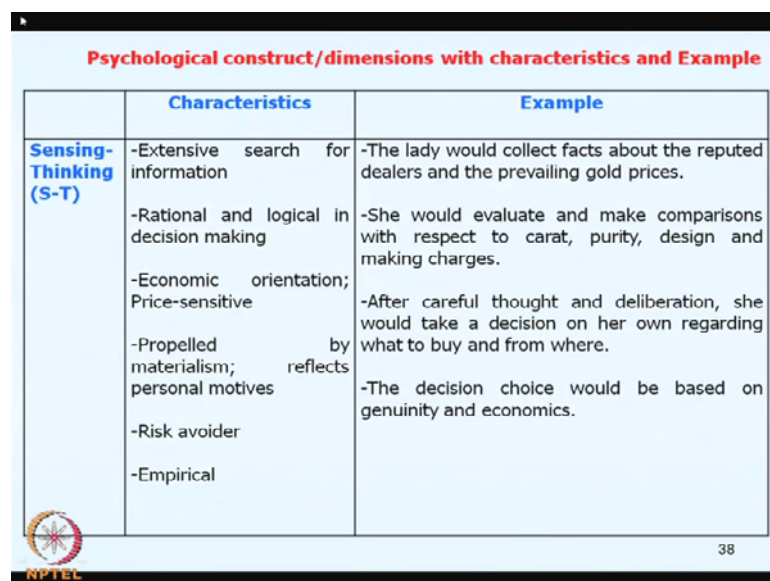
(Refer Slide Time: 40:38)



- Let us describe the four personality types with an example.
- There are four women, each one with a different personality type, S-T, S-F, N-T and N-F.
- They desire to buy some gold jewellery.

Now, let us explain these types with an example. There are 4 different women, each with a different personality type, different type of combination S-T, S-F, N-T, and N-F. We have a lady whose is sensing-thinking, and other on sensing-feeling, another intuition and thinking, another on intuition and feeling. Now, all these have to go and buy gold jewellery. So, what would be the reaction, we talk of it in terms of the characteristics of each of these personality types, and related to the example.

(Refer Slide Time: 41:13)



	Characteristics	Example
<b>Sensing-Thinking (S-T)</b>	<ul style="list-style-type: none"><li>-Extensive search for information</li><li>-Rational and logical in decision making</li><li>-Economic orientation; Price-sensitive</li><li>-Propelled by materialism; reflects personal motives</li><li>-Risk avoider</li><li>-Empirical</li></ul>	<ul style="list-style-type: none"><li>-The lady would collect facts about the reputed dealers and the prevailing gold prices.</li><li>-She would evaluate and make comparisons with respect to carat, purity, design and making charges.</li><li>-After careful thought and deliberation, she would take a decision on her own regarding what to buy and from where.</li><li>-The decision choice would be based on genuinity and economics.</li></ul>



So, let us, first talk of the situation, where the lady is a first lady who is actually a sensing-thinking type. So, what are the characteristics of a person who is high on sensing and thinking? They will be a extensive search for information; they will be a very rational and logic in terms of decision making; there is an economic orientation and price sensitivity would come into play; such a person who be propelled by materialism; it will reflect personal motives; it essentially very empirical in nature and a risk avoider.

So, a person who is actually on this particular sensing-thinking combination personality type, what would this lady do? She will collect information about dealers, about the different shops which sell gold jewelry, and prevailing gold prices. She could evaluate and make comparison with respect to the gold, and the carat, the purity, the design and the making charges. After careful thought, after careful deliberation, she will finally take a decision of what to buy, and from where to buy. And finally the decision choice basically will be based on the genuinity of the metal and the dealer; that is the purity or the carat or the gold as well as reputation of the shop keeper, and the economics, economics in terms of the price, in terms of again time to get the best value, in terms of purity of the gold, in terms of the charges on making of the gold and silver, gold and diamond jewelry.

So, here, a person who is on sensing-thinking would be very rational, would be very logical in decision making; essentially price sensitive, very materialistic, try to avoid all kinds of risks; and in order to do that such a lady will collect all information, deliberate on it with respect to the product, with respect to dealer; and finally, take a call on what to buy and from where to buy; decision making, essentially very genuinity and economic.

Now, we come to the second lady who is sensing-feeling type, S-F. Now, what are the characteristics, such people, they again search for information, but they like to consider others opinion. So, the difference here is such people, they would search for information, but also take into mind or take into count other people's opinions. They base their decisions on personal values, again they are propelled by materialism; they want to, kind of reflect motivators; they again empirical; they are low in rationality; they are risk takers, but like to share the risk with others.

So, a lady here, who is of a sensing-feeling type, would collect information about gold prices, carat purity, different dealers, etc. She would evaluate and make comparison with

respect to the purity or the carat, or the design and making charges; however, she will also like to take opinion of others, especially with reference to the appeal of the design. She will try to take advice also from the dealer, from her friends, from her relatives, or people from her social class. And she will finally take a decision on what to buy and where to buy, based on her information as well as opinion of others. So, the decision choice is rational, but not as rational as the, as the sensing-thinking type is. And here, suppose a person takes a decision based on what she feels is right, but also what other say is good. So, it is genuinity and opinion of others. So, this is second personality type, which is sensing and feeling.

(Refer Slide Time: 44:57)

Psychological construct/dimensions with characteristics and Example		
	Characteristics	Example
<b>Intuiting - Thinking (N-T)</b>	<ul style="list-style-type: none"> <li>-Imagines wide range of options; Weighs pros and cons</li> <li>-Basis decisions on intuition and imagination; Yet, uses logic while making decisions</li> <li>-Risk taker; Speculative</li> </ul>	<ul style="list-style-type: none"> <li>-The lady would weigh the various options that she is aware of.</li> <li>-Such options would relate to carat, purity, design and making charges, as well as gold prices and available dealers.</li> <li>-She would be speculative and take a decision on her own regarding what to buy and from where.</li> <li>-The decision choice would be based on intuition, imagination and hunch. She would be a risk taker.</li> </ul>

Now, let us come to another lady who is the intuiting-thinking type. So, what does she do? Here, in the intuiting-thinking or the N T type, personality type, here the person is somebody who images a wide range of options; weighs the pros and cons; basis decisions on intuition and imagination; yet, uses some logic while making decisions. So, essentially very speculative, they are risk takers. So, now, what is this kind of, a lady with this personality type do? She will weigh out the various options, various alternatives, various brands that she is aware of; she would, her options would relate to carat, would relate to carat purity, design and making charges, gold prices available, and gold prices and the available dealers. So she would try and get all this information; she will be very speculative in her approach and take her decisions on her own, based on intuition, she would be a risk taker. The decision would be based on intuition,

imagination and hunch. And she is primarily going to be a risk taker; she is going to gather all information, but she is going to weigh the pros and cons. But ultimately take her decisions based on her gut feeling, or on her imagination, or on her intuitions. So, she is essentially very speculative in nature, and she is going to be a risk taker.

(Refer Slide Time: 46:19)

Psychological construct/dimensions with characteristics and Example		
	Characteristics	Example
<b>Intuiting -Feeling (N-F)</b>	<ul style="list-style-type: none"> <li>-Imagines wide range of options</li> <li>-Basis decisions on intuition and imagination; Yet, uses other peoples' opinions</li> <li>-Highly "people oriented" or "other directed"</li> <li>-Least price sensitive</li> <li>-Risk seeker; Novelty seeking</li> </ul>	<ul style="list-style-type: none"> <li>-The lady would weigh the various options that she is aware of.</li> <li>-Such options would relate to carat, purity, design and making charges, as well as gold prices and available dealers.</li> <li>-She would be speculative and take a decision on her own regarding what to buy and from where.</li> <li>-She would look for peoples' opinions</li> <li>-She would be least price sensitive</li> <li>-The decision choice would be based on intuition, imagination and hunch, but with hearsay from others</li> <li>-She would be a risk taker and novelty seeker, often switching dealers and brands.</li> </ul>

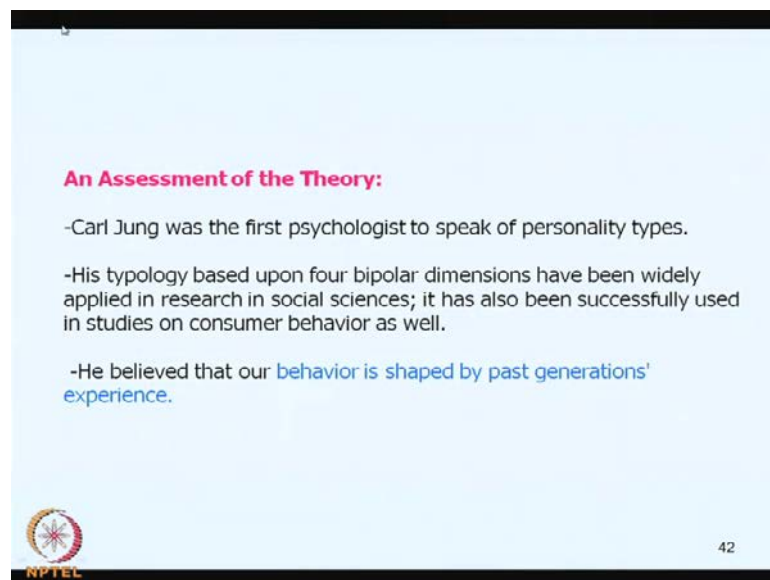
Now finally, we come to the fourth personality type, which is intuiting and feeling. So, what does the person in this personality type do? She imagines the wide range of options; she bases her decisions on intuition and imagination; yet, she rely on others opinions as well. So, she is going to gather information; weigh the pros and cons, but again she is, she is basically going to take her decisions on, you know, her intuitions or imagination, and on what other people have to say. She is going to be less price sensitivity; she is going to be risk seeker and high on novelty seeking.

So, what does this lady do? She would weigh the various alternatives or the options she is aware of; she would, you know, her options would relate to carat purity, design, making charges, gold prices, available dealers; she would be very speculative in her approach, and take a decision on her own, but she would look to others, she would look for other people's opinions. She would be less price sensitive; and her decision will be based on intuition, or gut feeling, or imaginations. She is going to be speculative; and but nevertheless, she is going to ask other people's opinions; and base her, her decisions on not only her imagination and her intuition, but also on people's hearsay. She would be a

risk taker; she will be a novelty seeker; she will be brand switcher; and she will be switching dealers and brands; she will basically imagine and take her decision on intuition, but definitely on hearsay of others or on opinion of others.

So, this is how we see that the 4 personality types, which is sensing-thinking, sensing-feeling, intuiting-thinking, and intuiting-feeling, have a role, how they, this four personality types impact are elastic different personality characteristics and impact; consumer decision making in a purchase scenario. So, this takes us into theories further, where Jung proposed these 16 different personality types, which will later incorporated into the MBTI or the Myers Briggs type indicator.

(Refer Slide Time: 48:46)




**An Assessment of the Theory:**

- Carl Jung was the first psychologist to speak of personality types.
- His typology based upon four bipolar dimensions have been widely applied in research in social sciences; it has also been successfully used in studies on consumer behavior as well.
- He believed that our behavior is shaped by past generations' experience.

NPTEL 42

Now, what is the assessment of this theory? He was the first, Jung was the first psychologists to speak about the personality types; he spoke about 4 bipolar dimensions which has been very successfully used and tested; and he also believed that behavior is shaped by past generations' experience.

(Refer Slide Time: 49:02)



**Implications for a marketer:**

- The theory has **relevance for a marketer**.
- After gaining an insight into the various personality types, a marketer could design his marketing strategy so to be able to serve consumers with the varying personality types in a better manner, leaving them more satisfied.


43

It has a great relevance for a marketer. After gaining an insight into the various personality types, marketer could design their marketing strategies better, more effectively, so that they can satisfy the people from different personality types, leaving them happier and more satisfied. So, this brings us to end of the Jung theory.

(Refer Slide Time: 49:29)

**6.3.4.3 Neo-Freudian theory:**

- There were a group of psychologists who believed that social interaction and resultant relationships formed the basis for the growth and development of personality.
- Here, they disagreed with their contemporary, Freud who believed that personality was i) biological and rooted in genetics, and ii) was groomed as a result of early childhood experiences.
- This group of researchers who laid emphasis on the process of socialization came to be known as the Neo-Freudians.
- Noteworthy among them are Alfred Adler, Harry Stack Sullivan and Karen Horney.

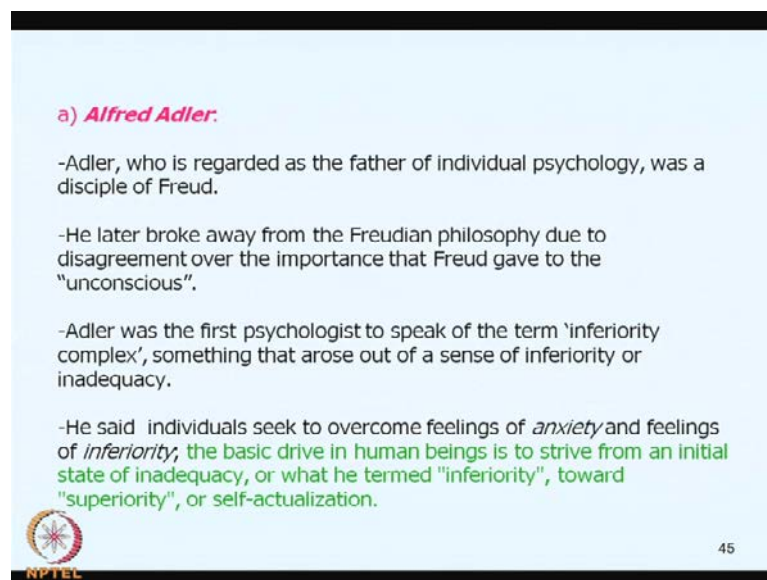


44

Now, let us move to the third set of theories which was proposed by the Neo Freudians. And they were a group of psychologists who believed in social interaction, and who believed that social interaction and resultant relationships have an impact on the growth


of personality. Here, they disagreed with their contemporary Freud, who said that personality was biological or genetic or heredity and was groomed as a result of childhood social, childhood experiences. So, this group of researcher who countered Freud, and Freudian's theory of the unconscious or the sub conscious are the personality being based on genetics and heredity or on childhood experiences. This particular group of theorists who countered Freud's opinions came to be known as the Neo Freudians. And they laid emphasis on the process of socialization; and noteworthy among them are Alfred Adler, Harry Stack Sullivan and Karen Homey. So, let us talk about talk about a few of the, few of them right now.

(Refer Slide Time: 50:37)



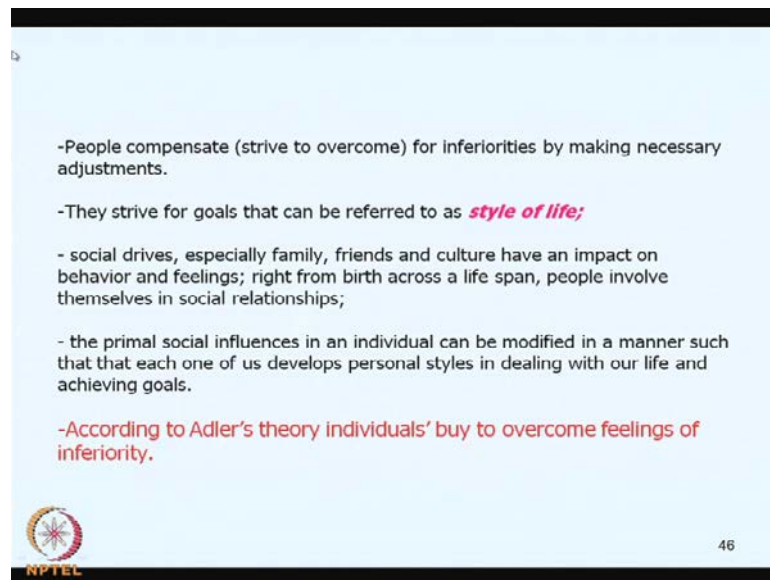
**a) Alfred Adler:**

- Adler, who is regarded as the father of individual psychology, was a disciple of Freud.
- He later broke away from the Freudian philosophy due to disagreement over the importance that Freud gave to the "unconscious".
- Adler was the first psychologist to speak of the term 'inferiority complex', something that arose out of a sense of inferiority or inadequacy.
- He said individuals seek to overcome feelings of *anxiety* and feelings of *inferiority*; the basic drive in human beings is to strive from an initial state of inadequacy, or what he termed "inferiority", toward "superiority", or self-actualization.

 45

So, we will start with Alfred Adler. Adler is regarded as a father of individual psychology. He was a disciple of Freud. He broke away from the Freudians theory due to his, due to, is, you know, disagreement over the importance Freud gave to the unconscious. So, he also was the first psychologist to speak for, about inferiority complex. And he says that personality is something which emerges out of a person's, you know, effort to overcome the feeling of inadequacy, or inferiority. So, he said individuals try to overcome feelings of anxiety and feelings of inferiority; and he said that basic drive is strive from the state of inadequacy what we called as inferiority towards some state of superiority, or self actualization.

(Refer Slide Time: 51:30)




-People compensate (strive to overcome) for inferiorities by making necessary adjustments.

-They strive for goals that can be referred to as **style of life**;

- social drives, especially family, friends and culture have an impact on behavior and feelings; right from birth across a life span, people involve themselves in social relationships;

- the primal social influences in an individual can be modified in a manner such that that each one of us develops personal styles in dealing with our life and achieving goals.

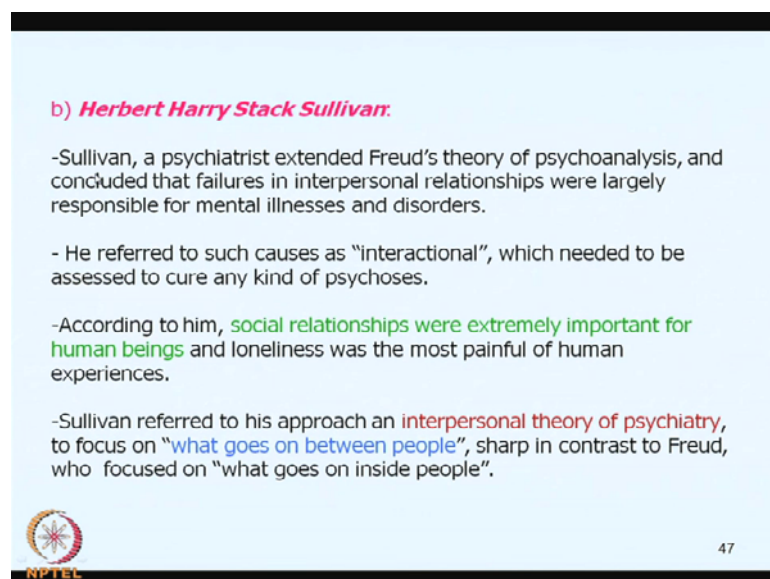
-According to Adler's theory individuals' buy to overcome feelings of inferiority.



46

So, here, he said people try to overcome inferiority; they strive to move towards a style of life; and people basically, you know, according to Adler's theory people, individuals buy the products to overcome feelings of inferiority.

(Refer Slide Time: 51:47)




**b) Herbert Harry Stack Sullivan:**

-Sullivan, a psychiatrist extended Freud's theory of psychoanalysis, and concluded that failures in interpersonal relationships were largely responsible for mental illnesses and disorders.

- He referred to such causes as "interactional", which needed to be assessed to cure any kind of psychoses.

-According to him, **social relationships were extremely important for human beings** and loneliness was the most painful of human experiences.

-Sullivan referred to his approach an **interpersonal theory of psychiatry**, to focus on "**what goes on between people**", sharp in contrast to Freud, who focused on "what goes on inside people".




47

We have the next Neo Freudian who we will discuss is Herbert Harry Stack Sullivan. Sullivan was a psychiatrist who extends Freud's theory of psychoanalysis, and he concluded that failures in interpersonal relationships were largely responsible for any kind of mental illnesses and disorders. So, according to him, social reactions are very



important, and loneliness was something which was most painful. So, he, his approaches refer to the interpersonal theory of psychiatry, he focuses on what goes on between people as opposed to what Freud said, you know, when he said, what goes on inside people. So, you know, he instead of believing in Freud's philosophy of what goes on inside an individual, Sullivan said we should focus more on what happens between people, what happens amongst people, and he spoke about the socialization process.

(Refer Slide Time: 52:44)

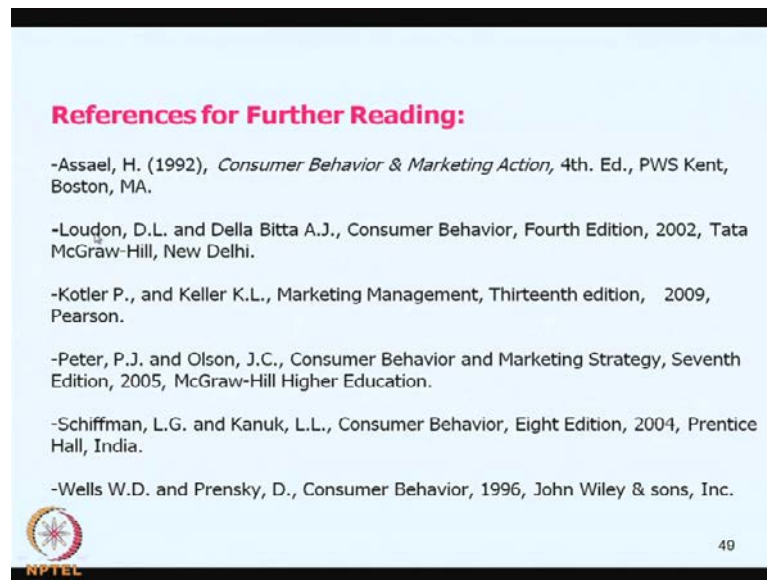


- Sullivan believed that **social relationships are primary, which actually lead to personality**. In fact personality manifests itself in such social relationships.
- He proposed that human beings are driven towards two sources of motivation viz., the **pursuit of satisfactions and the pursuit of security**.
  - With respect to **satisfaction**, human beings seek satisfaction of mainly bodily needs, with the goal to reduce tension.
  - With respect to **security**, human beings seek to reduce the insecurity that arises from social and cultural needs.
- Personality manifests and strives for avoidance and reduction of anxiety.**
- Human beings try to **form and maintain social relationships** with each other, especially if such relationships are significant and rewarding.
- Human beings develop particular personality traits to reduce anxiety.**

48


So, you know, personality basically manifests and strives for avoidance and reduction of anxiety. People try to form social relationship with each other. So, such that these relationships are significant and rewarding, and human beings basically develop personality traits to reduce anxiety. Now, this brings us to an end of our session today. We shall be talking about the other new Freudian's and the implications to the field of marketing in the next session.

(Refer Slide Time: 53:16)



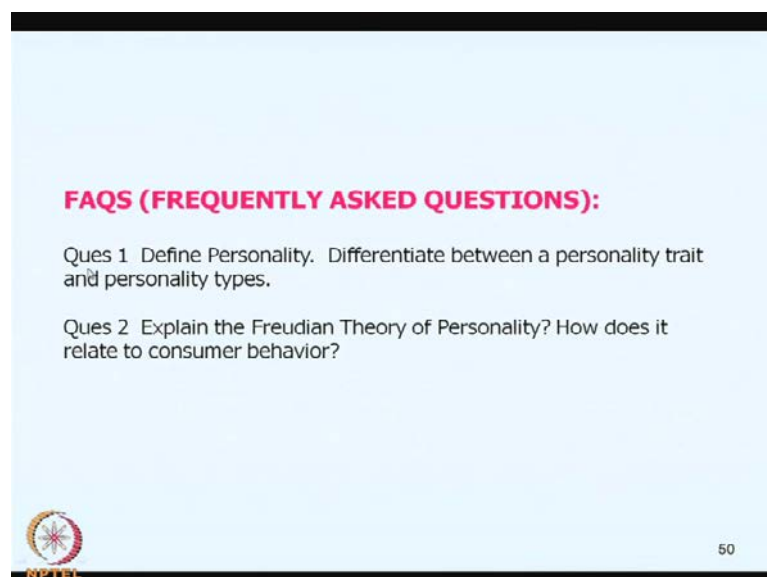
**References for Further Reading:**

- Assael, H. (1992), *Consumer Behavior & Marketing Action*, 4th. Ed., PWS Kent, Boston, MA.
- Loudon, D.L. and Della Bitta A.J., *Consumer Behavior*, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
- Kotler P., and Keller K.L., *Marketing Management*, Thirteenth edition, 2009, Pearson.
- Peter, P.J. and Olson, J.C., *Consumer Behavior and Marketing Strategy*, Seventh Edition, 2005, McGraw-Hill Higher Education.
- Schiffman, L.G. and Kanuk, L.L., *Consumer Behavior*, Eight Edition, 2004, Prentice Hall, India.
- Wells W.D. and Prentsky, D., *Consumer Behavior*, 1996, John Wiley & sons, Inc.

 49

Before we conclude this session, let us move to the references: Assael, *Consumer Behavior and Marketing Action*; Loudon and Della Bitta, *Consumer Behavior Fourth Edition*, Tata McGraw Hill; Kotler and Keller, *Marketing Management*, Thirteenth edition, Pearson; Peter and Olson, *Consumer Behavior and Marketing Strategy*, McGraw Hill, Seventh edition; Schiffman and Kanuk, *Consumer Behavior*, Eighth edition, 2004, Prentice Hall; and Wells and Prentsky, *Consumer Behavior*, John Wiley, 1996.


(Refer Slide Time: 53:50)



**FAQS (FREQUENTLY ASKED QUESTIONS):**

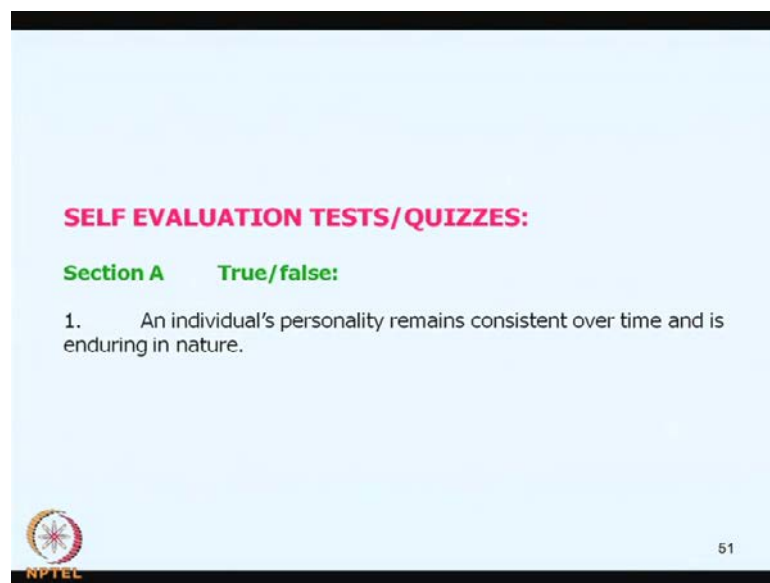
Ques 1 Define Personality. Differentiate between a personality trait and personality types.

Ques 2 Explain the Freudian Theory of Personality? How does it relate to consumer behavior?

 50

Frequently asked questions: Define personality - differentiate between a personality trait and a personality type. So, you first define what personality is, and then you show what is the difference between a trait and a type? Question number two: Explain the Freudian theory of personality? How does it relate to consumer behavior? So, talk about Freud; talk about the unconscious, the sub conscious and the conscious; the id, the Super Ego, and the Ego; and you talk about how it relates to consumer behavior, how much of consumer behavior is un explainable, why it is like that, why people behave, the way they behave so in a market place; so all a result of the unconscious drives.


(Refer Slide Time: 54:29)



**SELF EVALUATION TESTS/QUIZZES:**


**Section A    True/false:**

1.        An individual's personality remains consistent over time and is enduring in nature.

 51

A small quiz: We have section A true or false: Individual's personality remains consistent over a period of time and is enduring. Is it a true or a false statement? This is a true statement.

(Refer Slide Time: 54:41)




**Section B Fill up the blanks:**

1. The personality types proposed by Carl Jung were developed and incorporated into a scale that came to be famously known and applied as the \_\_\_\_\_.

52

Fill in the blanks: The personality types proposed by Carl Jung were developed and incorporated into a scale that came to be known and applied as the dash; it came to be known and applied as the MBTI or the mires and breaks type indicator.

(Refer Slide Time: 54:54)



**Section C Multiple choice questions:**

1. Which of the following about the Freudian Theory is true ?  
a) unconscious needs or drives lie at the heart of human motivation and personality.  
b) the socialization process has a huge impact on individual behavior and personality.  
c) personality traits determine ones' personal make-up.  
d) None of the above.

2. "A majority of human drives being unconscious, consumers themselves are often unaware of the true reasons for buying a particular product or brand". This statement finds its roots in the works of \_\_\_\_\_.  
a) Carl Jung  
b) Sigmund Freud  
c) Honey  
d) None of the above.

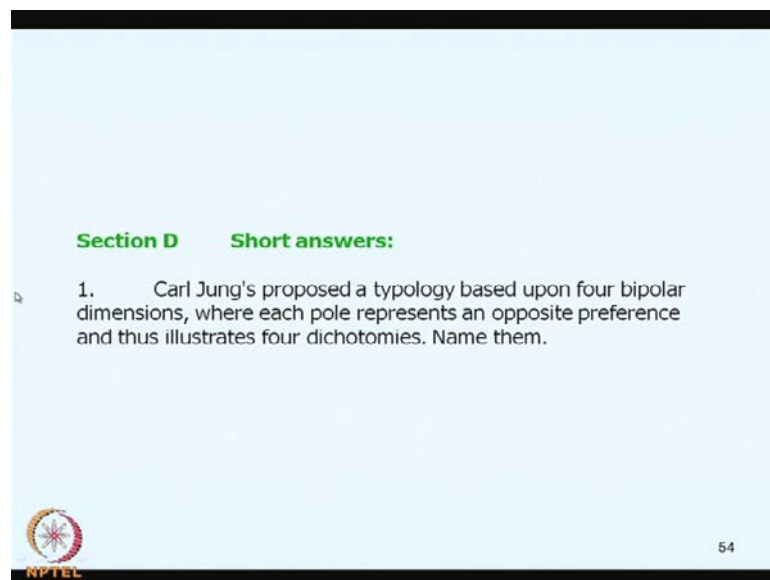
53

Section three: multiple choice questions: question number 1: which of the following about the Freudian theory is false? a, unconscious needs or drives lie at the heart of human motivation and personality; b, the socialization process as a huge impact on individual behavior and personality; c, personality traits determines one's personal make

up; and d, none of the above. So, the false statement is c, which is personality traits determines one's personal makeup; this is a false statement; and the other two statements are correct.

Question number 2: A majority of human drives being unconscious, consumer themselves are often unaware of the true reasons for buying a particular product or brand. This statement find its roots in the works of; a, Carl Jung; b, Sigmund Freud; c, Honey; and d, none of the above. So, the answer to this is b, which is Sigmund Freud. So, Sigmund Freud said that a majority of human drives being unconscious, consumers themselves are unaware of the true reasons for buying a particular product or brand.

(Refer Slide Time: 55:57)



The slide has a light blue background. At the top, there is a black horizontal bar. Below it, the text 'Section D Short answers:' is displayed in green. A question is listed below: '1. Carl Jung's proposed a typology based upon four bipolar dimensions, where each pole represents an opposite preference and thus illustrates four dichotomies. Name them.' In the bottom left corner, there is a circular logo with a red and white design, and the text 'NPTEL' is written below it. In the bottom right corner, the number '54' is visible.

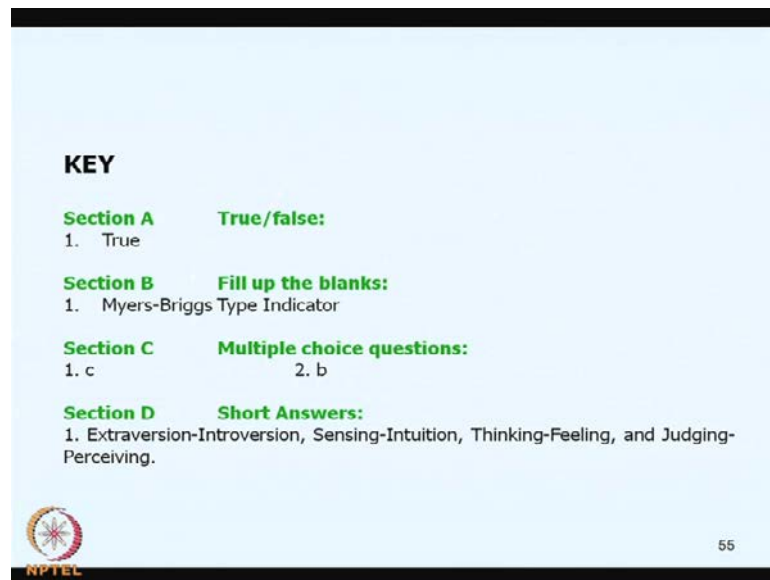
**Section D Short answers:**

1. Carl Jung's proposed a typology based upon four bipolar dimensions, where each pole represents an opposite preference and thus illustrates four dichotomies. Name them.

NPTEL 54

Short answers: question 1: Carl Jung's proposed a typology based on four bipolar dimensions, where each pole represents an opposite preference and thus illustrates four dichotomies. Name them. So, the answer to this is extroversion- introversion, sensing-intuiting, thinking-feeling, and judging-perceiving.

(Refer Slide Time: 56:18)




**KEY**

**Section A**      **True/false:**  
1. True

**Section B**      **Fill up the blanks:**  
1. Myers-Briggs Type Indicator

**Section C**      **Multiple choice questions:**  
1. c                      2. b

**Section D**      **Short Answers:**  
1. Extraversion-Introversion, Sensing-Intuition, Thinking-Feeling, and Judging-Perceiving.

 55

So, this brings us to conclusion of this session on personality. We shall be continuing with a Neo Freudian and Neo Freudian theories and the implications for a marketer; as well as we will talk about a general and consumption specific traits in the next session.

Thank you.