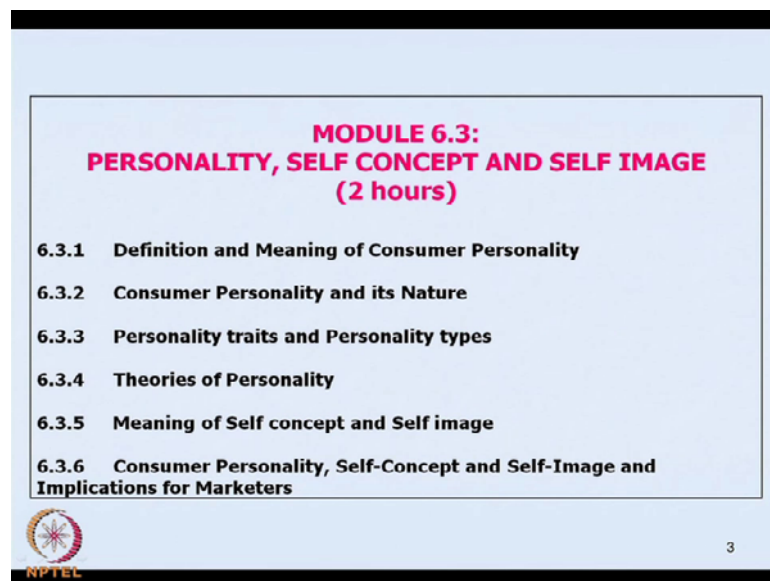**Consumer Behaviour**
Prof. S. Sahney
Department of Vinod Gupta School of Management
Indian Institute of Technology, Kharagpur

Lecture - 23
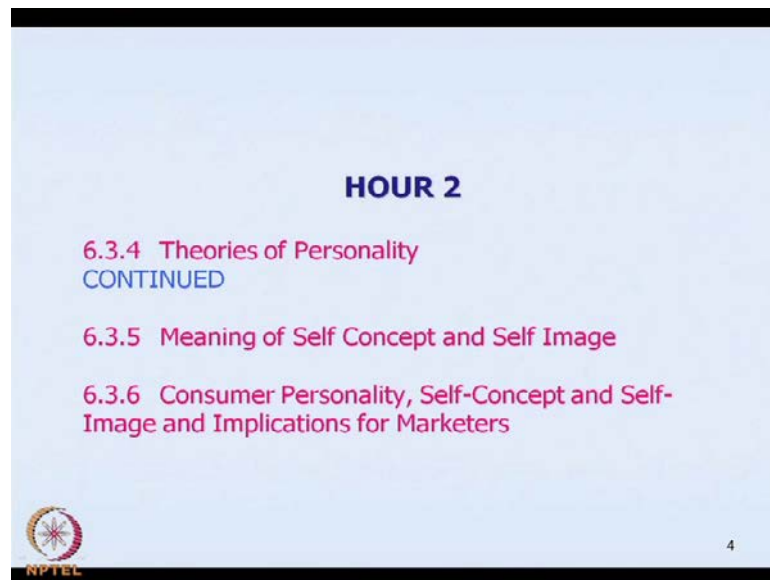**Personality, Self Concept and Self Image (Contd.)**
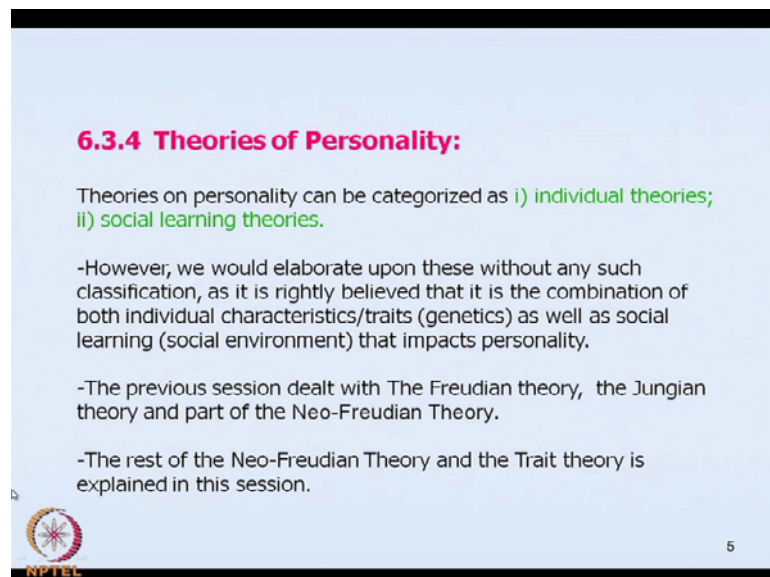
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Continuing with our discussion on personality, self concept and self image, yesterday we have discussed the definition and meaning of consumer personality. We have also discussed personality and its nature; the difference between personality traits and personality types; the theories of personality. We have discussed the Freudian theory, the Jungian theory, and the neo Freudian theories of personality. We had discussed just two of the Neo Freudian theories, which was the Alders theory and Sullivan theory the two Neo Freudian, which we discussed yesterday.

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Today, we will be continuing our discussion on Neo Freudian theories as well as on Trait theory. We will also be discussing the meaning on self concept and self image. And, we will be discussing about consumer personality, self concept and self image, and the implications of a marketer. So, continuing our discussion.

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So, the previous section dealt with the Freudian theory, the Jungian theory and some of the Neo Freudian theories; the rest of Neo Freudian theories and Trait theories will be explained in this session.

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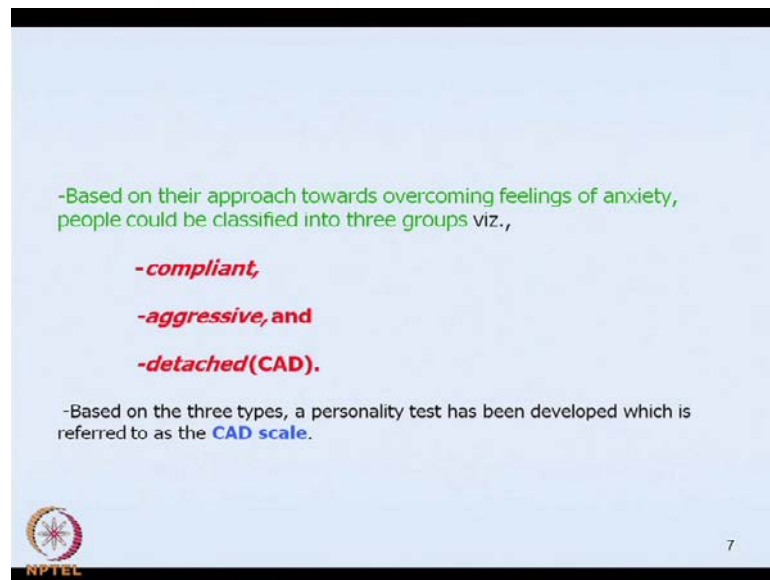Now, apart from Adler and apart from Sullivan, the other third very popular Neo Freudian was Karen Homey. She was a very, she was a prominent female personality theorists of her time, and she added on to a Freud's work by emphasizing on the role of social factors. Her theory came to be known as the psychosocial analysis. And, she basically focused on the relationship that exists between a parent and a child, especially in the context of the early life of a child. So, she explains the relationship that exists between parents and the child, in the child's life. So, like the Neo Freudians, she also spoke about anxiety; and while focusing on the relationship between the parent and the child, she results on how people strive or work hard to overcome feelings of insecurity or anxiety.
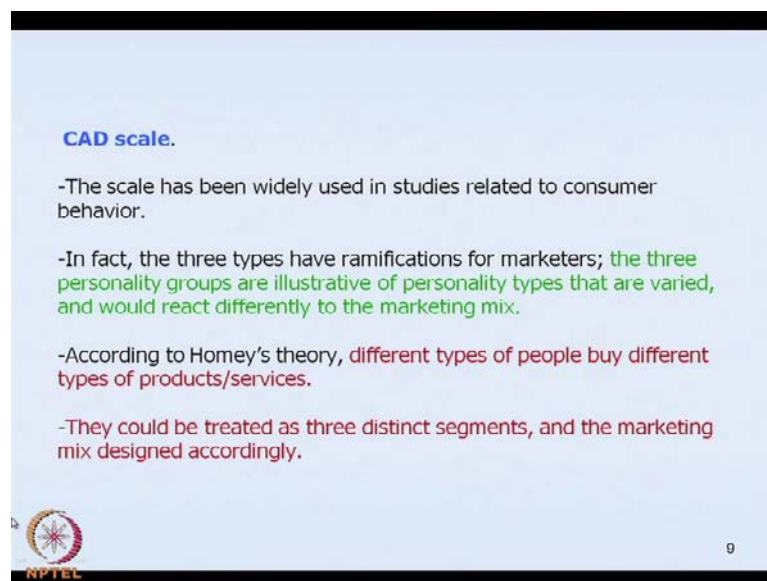
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Based on her approach towards, based on their approach towards overcome feelings of inferiority, or anxiety, she said, people could be classified into three groups: the complaint, the aggressive, and the detached. So, based on this, a personality test has been developed which is been, which is referred to as the CAD scale. So, the CAD has been successfully used and widely tested across social sciences, across marketing research as well. We will now try to focus a little bit on what these three groups are? Or, what these three types of people are? So, the complaint are those who experience a great level of, you know, anxiety and helplessness; and they move towards others for support, for help; they like to seek social acceptance; like to seek social approval; and because they seek acceptance and approval from others, they move towards others, they like to be with others. The, such people are referred to as the complaints. And, they want to be loved; they want to be admired; they want to be appreciated; and they want, they want to possess a feeling of being wanted; they want to be wanted, so such a people who are complaint.

Then we have aggressive the people, who try to overcome the insecurities or their anxieties by forcing the power over others or by dominating others or even excelling over them. This makes, through these, you know they tend to feel more secured; they tend to feel the things are in, under their control; and their objective here is to get, they get over people, before they get over them. So, they want to try to control other people, before other people can control them. So, such people are aggressive by nature; they

move against others; and their objective is to excel over others. So, they want to be very successful and powerful; and they also have a desire for admiration and achievement. So in the process of trying to seek achievement or admiration, they could also become rude, or they could become cruel, or selfish or very, very self centred.

And then we have the detached who are people who want to move away from others. They are social, they are absolutely unsocial, they are very asocial in nature; they are like to be indifferent; they believe that they should not, they do not want to involve with others, because they could escape being hurt from them. Such people are referred to as detached. They seek freedom from any kind of obligations, duties, or responsibilities; and they seek total independence, leaving them typically lonely, leaving them asocial, leaving them actually empty without any social relationships. They like to follow their own style. Now, as I just said, the CAD is based on these personalities, you know, types, a tough scale has been developed which is referred to as the CAD scale.

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CAD scale.

-The scale has been widely used in studies related to consumer behavior.

-In fact, the three types have ramifications for marketers; the three personality groups are illustrative of personality types that are varied, and would react differently to the marketing mix.

-According to Homey's theory, different types of people buy different types of products/services.

-They could be treated as three distinct segments, and the marketing mix designed accordingly.

The CAD scale has been widely used in research, and in studies which refers to consumer behavior. And, the three personality groups are illustrated as three personality types that are varied. And different people buy different goods and services, according to their personality type. So, these three personality types could be treated as the three different, or three separate segments. For example, you know, the complaint consumers would like be in the company of others; they seek social relationships; they want to be

loved, admired, you know; they want to be a part of other peoples groups. So, such people will move towards others. They would like to use products like mouth washes. For example, or use toothpaste which has a mouth wash, for example a close-up.

On the other hand, there are people who are aggressive, who want to excel over others, who want to, you know, overcome or maybe control over others. So, they want to be more powerful; they want to feel powerful; and they like to have healthy drinks like Boast or like Bournvita or you know especially boast, who says boast is the secret of my energy. So, such people would like to have health drinks which make them feel more powerful and stronger. And they get a feeling, with that they will able to excel over others, or gain control over others.

On the other hand, the third, we have the detached who are the asocial people, who seek total independence, and would like to create their own style. And, they are people who could probably want to go in for, you know, we left alone, or go in for some kind of meditation or spirituality; and they would like to go in for meditation camps or the rejuvenation camps like they pass an hour, or the others. So, such people are detached people. So, here, we can look upon the complaint, aggressive, and the detached as three different personality types of which by different kinds of products, you know, to suite their personality types.

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An Assessment of the Theory:

-The Neo-Freudian theories draw themselves from various contributors and are an expanse in content and processes in so far as the subject matter of personality is concerned.

-However, while the Neo-Freudians speak of human tendencies to strive for perfection, fight anxiety and inadequacies, and of social relationships, they tend to ignore the biological traits and the genetics involved.

So, if we look at an assessment of this theory, the Neo Freudians basically draw themselves from the various contributors, and they are wide expanse, in terms of content and process, as far as the subject is concerned. While, they speak about tendencies, then human beings strive for perfection and excellence, and fighting anxiety or inadequacies, and social relationships; they tend to basically ignore the biological traits, they tend to ignore the genetics involved or the heredity involved. And, so this where, this particular theory lacks, and is very different from other theories which totally gives, which actually tries to ignore the importance of biological traits on a person's personal makeup.

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Implications for a marketer:

-The Neo-Freudian theories emphasize the role that socialization has to play.

-Marketers could draw in heavily in so far as the impact that opinion leaders, as well as interpersonal communication and word of mouth could have on consumer decision processes and consumption processes.

-This would also include the impact that family, friends, social class, culture and sub-culture.

-Marketers have also tended to use Neo-Freudian theories while segmenting markets and positioning their products, eg. Personality types have been used to segment markets and position products as per the segment.
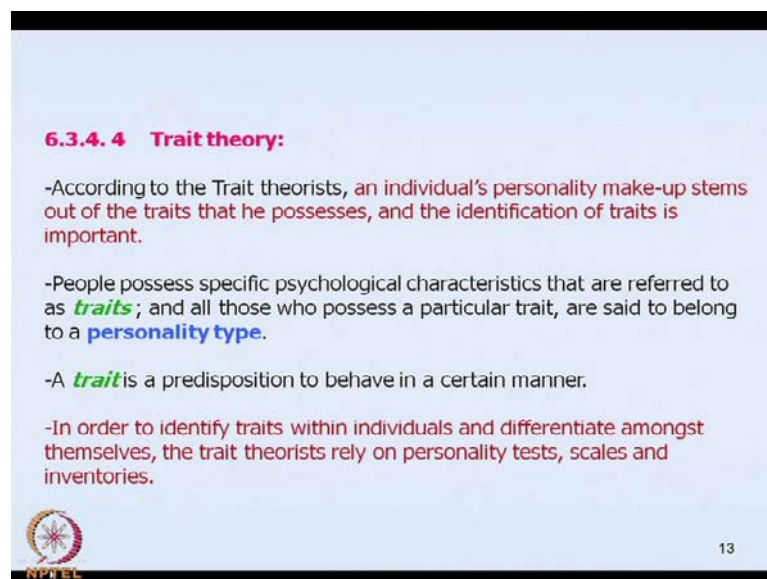
As per as the implications of the theory are concerned, they emphasize the role of socialization. Marketers here, could draw in heavily, because you know, they, so far as the impact that opinion leaders or interpersonal communication could have on consumption patterns and consumer decision processes. So, this will basically include the impact of family, friends, pears, culture, sub culture, customs, traditions, how all of this has a role to play, you know, in a consumer decision process, and in consumer purchase patterns and consumption behavior. So, this particular theory helps marketers draw a lot, in terms of the role that opinion leaders play, or the role that interpersonal communication has to play.

Marketers have also used the Neo Freudian theories, while segmenting markets and positioning their products. So personality types have been used to identify segments and

position their products, accordingly. So, if we move, if we look at the particular theory, it has a wide implications on, how marketers could use the Neo Freudian theory, to discus, to understand the consumers, in terms of the inferiorities, their anxieties, in terms of their desire for social relationships. And, how this different types of, different personality types proposed by, especially proposed by, you know, by the CAD scale; how each of these can be used to identify segments, and you know, position products accordingly. Now, as we just said, the Neo Freudians are devoid of any discussion on the role of genetics, or on role of, you know, the biological influences, or the traits, which have an impact on the person's personal makeup. So, this leads us to the, another set of theories which basically gives more reference to the biological traits, or which people are born with, or which people possess and which have a impact on development of a person's personality or personal makeup. So, this leads us to the discussion on the Trait theory.

Now, according to the trait theory, a person's individual makeup streams up from certain types of traits, which he possess, and the identification of such traits becomes very, very important. People possess certain characteristics or qualities or abilities; or we can say certain psychological characteristics which are referred to as traits. And, people who possess a particular, all those people who possess a particular trait are said to fall into particular personality type.
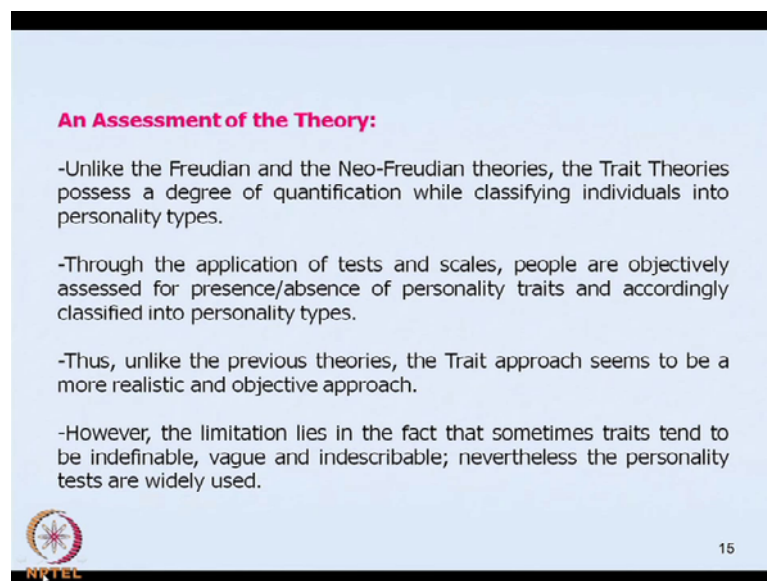
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So, a trait is a pre disposition to different, to behave in a particular manner. And, in order to identify traits within individuals, and all, and differentiate between them, the traits theorists basically deal, they rely a lot on large number of personality tests or scales or inventories. Once they have used these tests, scales, and inventories to identify personality types amongst individuals, they group them into different personality, you know, types; based on their pattern of traits that people possess, these traits theorists place people into different personality types.

Generally speaking, we can classify the traits theories into two broad categories: the simple traits theories and the general trait theories. In simple traits theories, limited numbers of traits are identified, and people are classified into personality types, based on these traits. So, very limited or very small number of traits are identified; as against general trait theories, where a large number of traits were identified and people are classified into different personality types.

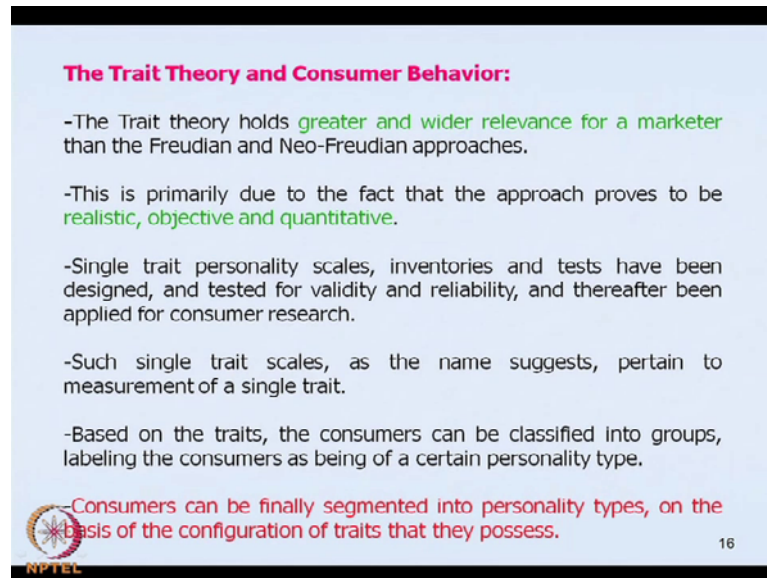(Refer Slide Time: 11:40)

An Assessment of the Theory:

-Unlike the Freudian and the Neo-Freudian theories, the Trait Theories possess a degree of quantification while classifying individuals into personality types.

-Through the application of tests and scales, people are objectively assessed for presence/absence of personality traits and accordingly classified into personality types.

-Thus, unlike the previous theories, the Trait approach seems to be a more realistic and objective approach.

-However, the limitation lies in the fact that sometimes traits tend to be indefinable, vague and indescribable; nevertheless the personality tests are widely used.

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If we look at the, in assessment to the theory, unlike the Freudian and the Neo Freudian, the trait theories possess some degree of quantification in classifying consumers, or individuals into personality types. So, through the application of tests or scales or inventories, people are classified as having, you know, through presence or absence of certain traits, and accordingly they are classified into personality types. So, the trait theories seem to be more realistic, more valid, more objective, as in approach. However,

there are limitations, because some traits tend to be vague, ambiguous, indescribable or incomprehendable. And, nevertheless personality tests are used; traits theories are very popularly used, scales tests and inventories are used, to measure the presence or the absence of certain personality traits. And, accordingly people are classified into various personality types.

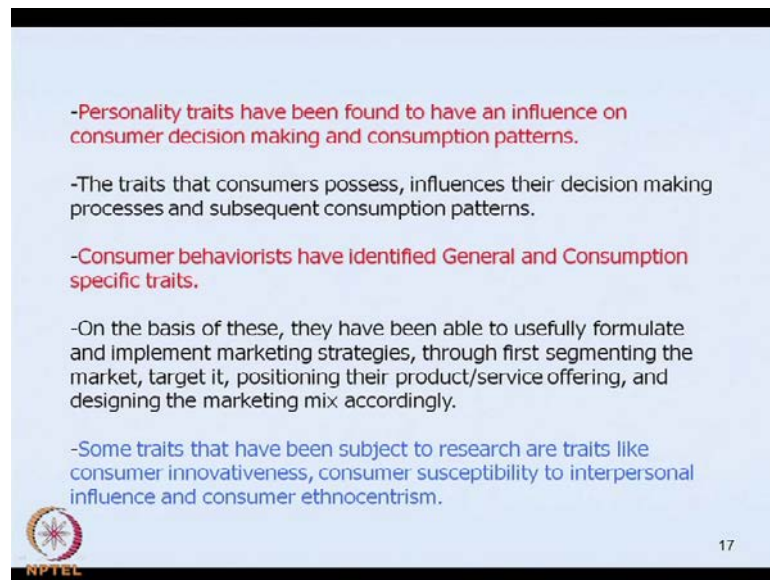(Refer Slide Time: 12:48)

So, how is this relevant in consumer behavior? So, this particular trait approach has greater relevance in comparison to the Freudian and Neo Freudian theories, because this approach, the trait approach is more objective, more realistic, and more quantitative. Personality traits, the different scales inventories or tests which have been used, have designed in manner such that some measure, single trades, others measure, you know, multiple trades. So, single trait personality scales inventories and tests have been designed, they have been tested for validity and used in consumer research. You know, generally speaking, the single trait scales are more popularly used to measure a particular trait; and based on this trait people are classified into personality types. So, finally, we will identify segments based on these personality types, based on the configuration of traits that people possess, people could be classified into different kinds of personality types.

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Now, as we discussed earlier such personality types have a big role to play on the consumer needs, on their parities, on their preferences, on their decision making style, on the level of mental and physical effort that they put into decision making. And overall, in terms of the, personality traits have a impact in terms of general impact on consumer consumption patterns and decision making behavior. So, the traits or the types have an impact on the, have an impact on the personality type; and that has an impact on consumer decision making and consumption behavior. So, the consumer behaviorous are identified, general, and consumption specific traits.

On the basis of these, they have been able to formulate or implement suitable marketing strategies. First segmenting the market, target it, and then indentifying appropriate positioning strategies and design the mix accordingly. Some traits are more relevant and more important or significant to consumer behavior; which are traits like consumer innovativeness, consumer susceptibility to interpersonal influence and consumer ethnocentrism. So, we will be discussing these traits in greater length.
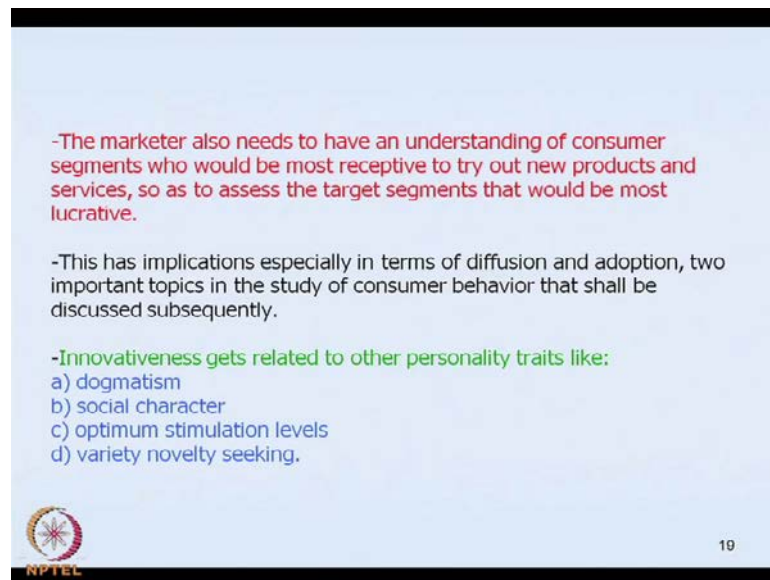
So, let us begin with our discussion on consumer innovativeness. If we look at consumer innovativeness, it is defined as a personality trait which reflects how well a person reacts to something new. How well come, he is to new product and services; does he accept them quickly; or does he takes some time, you know, is he approach the market place and buy them instantly; or is he little defensive, and towards them, and looks up for, you know, social approval and social opinion before finally buying it. So, innovativeness is a trait which basically reflects how well a person reacts to something which is new. The new could be a product or a brand or it could be anything related to the marketing makes, or the four Ps.

So, a marketer basically needs to assess his segment, and study it in terms of degree of receptivity towards new products or brands or any changes made in the makes. Because that will have an impact on the overall adoption, overall diffusion of the new product in the social system, and overall adoption of the new product in the market place.

So, a marketer basically needs to understand a consumer segments, and try to find out which of the segments would be more receptive and to try out new products, so that they can target those segments accordingly. This, as a, this will have implications on diffusion of innovation and adoption, something which we will study later in the course of this particular subject where we will see diffusion, we study diffusion in terms of, how quickly a new product gets accepted, and adoption in terms of the rate at which people or the place at which the people begin to accept new products and services. Now, innovativeness as a trait is related to other personality traits like dogmatism, social character, optimum stimulation levels, variety in novelty seeking. So, let us speak about these traits and relate them to the type and the relevance or implication for a marketer.

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Personality Trait and Meaning	Types	Relevance/Implications for a Marketer
Consumer Innovativeness - measures how open and receptive a consumer is towards a new product or service/ brand OR even to changes made to any or all of the 4 Ps.	**High on Innovativeness**: - willing to try out new product/service offerings and /or brands. **Low on Innovativeness**: - reluctant and unwilling to try out new product/service offerings and /or brands.	Innovativeness helps a marketer to: -assess a consumers' willingness to innovate. -analyze the degree of receptivity of segment(s). -identify the most lucrative segment(s) for a new product/service. -predict and forecast the rate of diffusion and adoption of new products and services. An innovator would be willing to try out new product/services and would be receptive to new offerings, as opposed to a non-innovator.

Personality traits and their Implications (table title)

So, let us first talk about consumer innovativeness. It measures how open people are, how receptive they are, to newer product and service offerings, or to new brands or to changes made in the marketing makes. So, we could classify innovativeness in terms of the high or low; people may be high on innovation, or people may be low on innovation. They are high on innovation when they are willing to try out new product or services or brands; when they are, low on innovation, when they are, you know they are very reluctant to a buy, or even reluctant or unwilling to try out new product or service offerings. So, this reluctance or unwillingness to buy or to try out, will actually, you know, illustrate innovativeness in terms of a low, on a scale. So, when people are low on innovativeness, very reluctant they are, they unwilling to try out new products and services.

So, how does innovativeness as a trait, whether high or low, how does it have an impact, or how is it relevant to a marketer. Innovativeness will basically help access, how quickly people, you know, willing to innovate. It shows their willingness to innovate, it shows the degree of receptivity of the, of the segment or of the target segment. It also helps to identify the most lucrative segments for, you know, new product or service offering. It will help you forecast the rate of diffusion or the adoption of new products and services. And innovator would be ever willing, ever ready to buy out new products, and receptive to new offerings, as opposed to people who are low on innovativeness. So, we can study innovativeness in terms of the rate of adoption and the degree of diffusion.

So, that is how it could be very relevant for marketer. The second trait which we can relate to innovativeness is dogmatism.

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Personality Trait and Meaning	Types	Relevance/Implications for a Marketer
Dogmatism - measures the extent of rigidity within a consumer towards something that is new, or unfamiliar or contrary to established preconceptions, ideas and beliefs.	**High dogmatism:** -when one approaches the new/ unfamiliar/alien/strange object defensively and with great resistance and discomfort in thought and action. They are "closed-minded." **Low dogmatism:** -when one approaches and considers the new/unfamiliar/alien/stra nge object without any resistance and without any discomfort in thought and action. They are "open-minded".	**High dogmatism:** - Consumers who are high on dogmatism decide to purchase traditional, established and time tested product/brands; - They tend to become brand loyal. - In order to encourage such consumers to try out new products/brands, the marketer needs to use authoritative appeals; Credible sources like experts/celebrities should be used. **Low dogmatism:** - Consumers who are low on dogmatism prefer to test out new products/brands. - Such consumers tend to be innovators. - For such consumers, the marketer should design advertisements that stress upon product features, benefits, factual differences and greater value over previous product offerings and /models.

So, dogmatism refers to the degree of rigidity within a consumer towards something that is new, or something that is unfamiliar, contrary to established preconceptions or ideas or beliefs. So, a people who are dogmatic are basically rigid to newer ideas, newer product, newer services and newer brands. They prefer to go with the familiar rather than approach to the unfamiliar. And, they approach the, you know, they approach the unfamiliar very rigidly; they are not very open to trying out new products or services or brands. So, they are more comfortable going on, going along things which they are, based on their predispositions or their values and their believes.

So, again people could be, you know, scaled on high or low in levels, in terms of dogmatism; people can be high on dogmatism people can be low, on dogmatism. When one approaches the market place, or when one approaches anything new or unfamiliar or alien or strange with defense, or with greater resistance, we call it, we all it, we say the dogmatism is high. So, the person approaches the new or the unfamiliar or the alien or the strange with a high level of rigidity with lot of defense, with defensiveness, with greater resistance and discomfort, in their thought or in their action. So, such people are closed minded.

And, then you have people who are low on dogmatism, where they approach and consider the new or the unfamiliar or anything alien, they, without any resistance or without any reluctance, and they are open to trying out new things, and they approach the unfamiliar without any discomfort, or without any resistance, or without any deluctance. So, we, they are said to be called as open minded. So, people who are high on dogmatism are close minded, people who are low on dogmatism are open minded.

Now, how is this relevant; how is high dogmatism or low dogmatism relevant for a marketer. In terms of dogmatism, when dogmatism is high, you know, people decide to purchase traditional brands or established brands, or time tested products or brands. So they are, they prefer to go with the familiar rather than approach the new products or brands with which they are unfamiliar. So, they tend to be very brand loyal to already existing brands, or already resisting time tested products and brands. They are brand loyal.

In order to encourage such consumers from buying our products and services, or trying out new products and brands, the marketer need to use very credible sources. He needs to use authoritative appeals; a credible sources in the form of celebrities or experts should be used, so that, they can change the opinion, or the values, or the pre dispositions of people who are high on dogmatism. Such, source has to extremely credible in the form of an expert and the form with an authoritative appeal. So that, people, you know, except message and people are willing to set, get mentally prepared and willing to try out new products and brands. So, with high dogmatic customers we have to be very, very careful, you have to put in a lot of effort to make them try out your product or service offerings which is new product or a new brand.

On the other hand, people who are low on dogmatism, they prefer to, you know, try out new product or new brands. So they are, they generally, you know, they tend to be innovative. For such people marketer has to design advertisements that stress about, upon the features, attributes, benefits, show factual differences between the product visa viz other brands, and try to show how it provides a greater value, you know, over other existing products or brands or models. So, you know, people who are, for people who are low on dogmatism, you just need to show, you need to be fractural, and show and portray how the products provides more value than the existing products; and through, by

designing attractive message in terms of message content and context, they will be able to convince people to try out the new product or service or the new brand.

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Personality Trait and Meaning	Types	Relevance/Implications for a Marketer
Social Character: - reflects the degree to which a consumer relies on self or on others in making purchase decisions and forming consumption patterns	**Inner directness:** -when a person relies on his "inner, deep core" values, beliefs and standards in evaluating products and making purchase decisions	**Inner directness:** - Such consumers tend to be consumer innovators;They believe in themselves and make their own decisions. - Marketer should use appeals that are rational and fact providing; they should focus on product benefits, features and the value addition, leaving it finally to the consumer to use his value judgment in assessing the worth of the product/service offering.
	Other-directness: -when a consumer relies on others, particularly social influences in judging the right or wrong. They look towards others to take a decision.	**Other-directness:** - They tend to be low on innovativeness. - They are socially directed. - For such consumers, the marketer needs to use a social appeal, and focus on advertisements that reflect a social environment and social approval.

The third trait which we study is social character. So, we have, social character here reflects the degree to which a consumer relies on his self, or on others when he is making a purchase decision, or forming consumption patterns. Based on social character a consumer may be inner directed, or other directed. So, when a person relies on his inner or deep core, when he relies on his values, when he relies on his believes and standards, in evaluating product and services or brand, and taking a final call or taking a final decision with respect to purchase of particular product or alternative or brand, we call him inner directed. On the other hand, other directed are consumers who rely on others, who are more socially directed, they look up for social judgments, social opinions, social approval; they look in for social influences in deciding what is right or what is wrong, or what is good or what is bad. So, they look up to others for a decision; they look up to others for advice and for approval. So, we call them other directed.

So, how does a marketer deal with people who are inner directed or people who are other directed. Now, inner directed, the people who are inner directed are going to be high on innovativeness; they will tend to be consumer innovativeness who will believe in themselves and take a decision on their own; the decision to buy, or not to buy rests on them solely. So, these people at believe that they, they can make the right decision; they

have the capacity; they have the part to make the right decision, and so they will go ahead and take a decision to buy, or not to buy, based on their own values, own believes, and their own attitudes. So, marketers basically have to use a Ps which are rational and factual; they should provide lots of facts, focused on attributes, benefits, features, and the value addition, leaving it to, finally leaving it the consumer to form his own judgment, assessing the worth of a product or service offering or you know, to assess the value of a particular brand.

On the other hand, when the segment and people are other directed they tend to be low on innovativeness; they are socially directed to look at towards others, for opinion, for judgment, for advice; and such consumers, marketers should basically focus on a social appeal and focus on advertisements that reflect a social environment or a social context and the social approval. So, this is how you deal with consumers who are inner directed, and those who are other directed.

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Personality traits and their Implications		
Personality Trait and Meaning	**Types**	**Relevance/Implications for a Marketer**
Optimum Stimulation Levels (OSL) - measures the degree of calm or excitement that a person desires. - each one of us has an OSL limit. - some of us desire a calm, simple and uncomplicated or uncluttered life; others seek a life that is busy, complex, novel and full of excitement.	**High OSL:** -when a person is high on OSL, he seeks a life that is novel and full of excitement. **Low OSL:** -when a person is low on OSL, he desires a life that is simple, calm and routine.	**High OSL:** -As a consumer, such people are attracted towards the novel and unique; they are innovative by nature, willing to take risks, and try out new products/brands. - The marketer can offer new variants and models or even come up with new products or changes in the marketing mix. - The advertisement should aim at creating awareness of the product, the factual details, features and benefits, and portray uniqueness of the product and excitement in usage. **Low OSL:** - Such people are non-innovators, and go by existing patterns of decision making and consumption behavior; generally brand loyal. Optimum Stimulation Levels also tend to reflect lifestyle stimulation; - People whose lifestyles are understimulated, tend to feel bored, and would desire anything that offers excitement; On the other hand, people who are overstimulated, desire rest, calm and quiet. 23

Another trait which relates to innovativeness is OSL or optimum stimulation levels. Now, optimum stimulation level basically, you know, measures the degree of calm or excitement that a person desires. Each one of us has an optimum stimulation level limit. It actually measures the degree of calm we required, or the degree of relaxation we require, or the degree of adventure, or the degree of excitement that we require. Some of us desire a very calm life, a very simple uncluttered, simple and uncomplicated life;

others seek a very busy life, they seek a life which is very complex, very novel, very full of excitement.

So, depending upon our OSLs we can classify it into a high optimum stimulation level or a low optimum stimulation level. So, when a person is high on optimum stimulation level, he wants a life that is full of excitement, that is full of novelty, that is full of adventure, and that is even full of risk taking, and you know, lot of adventures seeking. On the other hand, when the people are low optimum stimulation level, when the people is low on optimum stimulation level he prefers a life which is simple, calm; he desires something which is very routine or very, very simple, and uncomplex.

So, how is this relevant again for a marketer? In terms of high optimum stimulation level as consumers, you know consumer who are high on optimum stimulation level such people would be attracted towards novelty; towards something which is unique; and they would be willing to take risks, try out new product and services. So by nature, they are innovative. The marketer can offer new variants, or new models of the same product; or they can come up with changes in the marketing makes. So, that the consumer finds some novelty in the product or in the four Ps, all the time. So, advertisement should basically focus on creating awareness about the product; also about the features and benefits; or to talk about the uniqueness of the product; and it should reflect on the adventure or the excitement or the, you know, the fun in trying out new product or in the usage of such products.

People on the other hand, with low optimum stimulation level are non innovators; they like to go with a familiar rather than the unfamiliar; they go by the existing patterns of purchase decision and consumption behavior. So, generally they tend to become brand loyal. Optimum stimulation level will also tend to reflect in their life styles stimulation. People, whose lifestyles are under stimulated, tend to feel bored and desire anything which seeks excitement. On the other hand, people who are over stimulated will seek more calm; and they desire more of rest and relaxation and calm and quiet.

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Personality Trait and Meaning	Types	Relevance/Implications for a Marketer
Variety Novelty Seeking - measure the level of variety that a person seeks while purchase of products and services/brands.	**Exploratory purchase behavior:** -this refers to a switching pattern within a consumer primarily with the purpose of trying out new and/or better brand alternatives. **Vicarious exploration:** -when a consumer gets to know about a new product/brand, and then consciously attempts to gain more information, and contemplate purchase, it is referred to as a vicarious exploration. **Use innovativeness:** -when a person discovers a unique or a novel way of using an existing product, it is referred to as use innovativeness.	**Exploratory purchase behavior:** - Such consumers are highly innovative. - They are risk takers. - They are very poor on brand loyalty, and are often switchers. - The marketer needs to create awareness about the new product and/or brand. **Vicarious exploration:** - Such consumers are innovative, but act on logic and rationality. - The marketer needs to use a rational appeal, and explain the product/brand uniqueness in terms of features, benefits, value and facts. **Use innovativeness:** - the consumer prefers to buy the product and/or brand, that is novel, or possesses multiple features or is even more attractive in the sense that it has multiple uses and applications. -the marketer needs to provide multiple features and functions (like for example, a LPG gas stove with an Oven), to attract such consumers.

Caption: Personality traits and their Implications
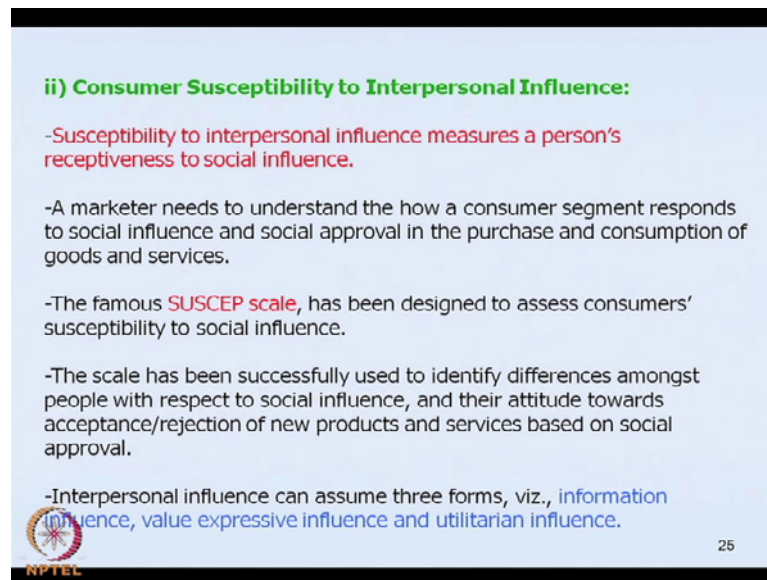
Another trait which we relate to dogmatism is, in terms of variety novelty seeking. Now, variety novelty seeking, basically measures the level of variety that a person seeks in his or her life, especially, in reference to a purchase of product or services and all brands. So, we could have three different types of, you know, three different types of this particular trait. They could exploratory purchase behavior; they could be vicarious exploration, or they could be use innovativeness.

So, let us first talk of exploratory purchase behavior. So, it refers to a switching pattern where a consumer primarily with the purpose of, very trying, when the consumer, it is a switching pattern within a consumer with the purpose of trying out new products or innovative products or newer brands, alternatives, so which are better. So, he prefers switching from one product to another, one brand to the other, with the purpose of trying out new products or new brands, which he thinks would be better alternatives. So, in terms of its relevance to, for a marketer, you know exploratory purchase behavior makes the consumers highly innovative; they are more of risk takers; they poor on brand loyalty, strong on switchers or they are very strong as switchers. And marketers basically want, should try to create awareness about the product or about the brand, the new product or the new brand, so that such people will be, will be attracted to try out a newer product or newer brand.

When we talk of vicarious exploration, it is when a consumer gets to know about a particular product or brand, which is new; and then consciously attempts to gain information and contemplates the purchase; it is referred to as vicarious exploration. So, the consumer here comes to know about new product or a brand, goes deeper into it, tries to search for more information and more comprehension, and finally contemplates the purchase. So, we call it a vicarious exploration. Now, such consumers basically are innovative; but they will act on logic; they will act on facts; and they will act on rationality. So, marketers basically needs to use a very rational appeal where they would have to explain the product or the brand uniqueness and comparison to existing products or brands. And so how, the new product or the new brand provides more value; so the benefits or advantages which it provides, along with facts and figures, you know, which show that the product is help in tested well in use. So, this is what we mean by vicarious exploration.

Coming to the third type which is use innovativeness; in use innovativeness, a person identifies a unique or a novel way of using a particular, of a existing product. So, the product is a existing product, but the consumer finds out a new way of using it; and so we call it use innovativeness. It is, the consumer prefers to buy a product or a brand that is novel, or possesses multiple features, or is even more attractive in sense that it can, has multiple users. So, marketers basically needs to provide multiple features and functions; like, for example, LPG gas stove with an oven, to attract such consumers. So, this is in terms of the different types of personality traits which can get related to innovativeness.

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Now, we come to second personality traits which is consumer susceptibility to interpersonal influences; again a trait which is more relevant to a marketer and to the study of consumer behavior. Susceptibility to interpersonal influence, basically measures the receptiveness of social influence. It shows, how, basically reflects on the degree of a person's receptivity or receptiveness to social influence. Now, a marketer basically needs to understand, how a segment responds to social influence; whether he seeks social judgment, whether he seeks social opinion, whether he seeks social approval, in the purchase process or in consumption of goods and services. That is a very famous scale which has been designed to measure a person's susceptibility to interpersonal influences, been called the suspect scale; and it measure a person's susceptibility to social influence. It, this scale has been widely tested, widely used, to identify differences amongst people with reference to social influence, in their final acceptance or rejection to new products and services, or to new brands.

So, interpersonal influence can basically assume three forms: it is in terms of information influence, utilitarian influence, and value expressive influence. So, we have the suspect scale, or the, which we will try to measure how people, how receptive people are, to other people's judgments or opinions or social approval; and we can study interpersonal influence in terms of value expressive function, utilitarian function, or in terms of information influence.
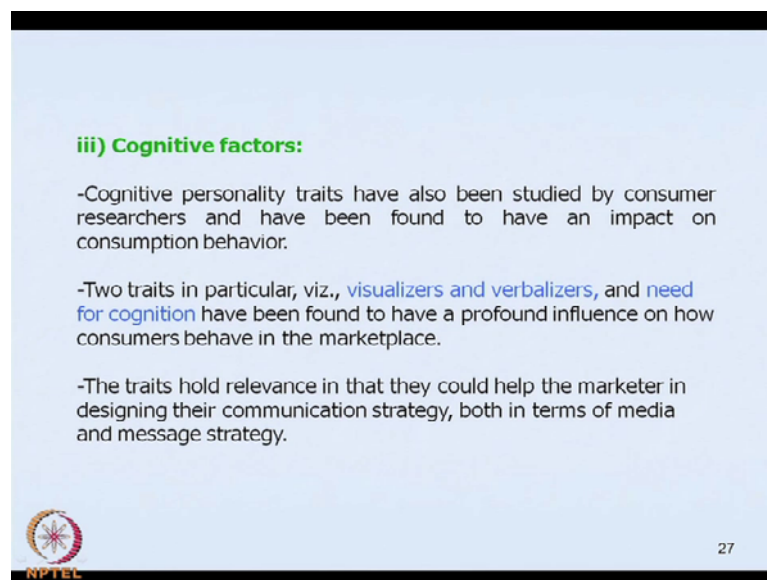
Now, when we talk in terms of information influence, which is a inclination of a person to rely on others for information; it is an inclination or it is a tendency, on the part of a person or a consumer to rely on other consumers in his social group, in his social class, could be his family, could be his friends, could be his pears, or anybody in his neighborhood, or to, you know, or anybody in his social class. So, these people rely on others for information; and they also readily accept the information which is provided by people in their group. You know, anything and everything said by family friends, work pears, colleagues, or anybody in the social class, is readily accepted by such people. So, there is an inclination of people, so rely on others for information and they readily accept these information. So, we call it the information influence. Information could relate to the product or a service category, or it could relate to the brand or it could relate to anything with respect to the 4 P's.

The other influence which can get exerted in terms of interpersonal influence is value expressive influence. The person basically desire social acceptance, and social approval from members of a social class; so in order to, you know, in order to be accepted by others in a social class, or in order to get this kind of a social approval, he wants to behave like them; he wants to have a value system which is similar to theirs. So, a person desire social acceptance, and in order to gain such acceptance he behaves in a manner which is similar to them. So, he behave like others in his social group could be family, or could be work pears, or colleagues, or anybody else; and he could patronize such product and service offerings, or he will buy such product and service offerings which are used by people in his group or people in his social group or social class. So that, so that he can exhibit the, you know, similar values, similar opinions, similar interest, ultimately manifest in the form of usage of a product or a service offerings. So, because he wants to be behave like others, because he wants to be, you know, seeks social approval from other, he tends to buy products and services which other people are buying and using. So, he tries to behave like others in terms of his purchase decision and consumption pattern.

Finally we have a utilitarian influence; now here, as a person tries to be a conventional; he agrees to have, you know, to, agrees to what have to say, in order to win a reward, or to avoid a punishment. So, he agrees to listen to others in his social group; or he agrees to buy by interpersonal influence, either to be rewarded or to avoid a punishment; he

yields to social pleasure in order to be benefited like others, or in order to avoid punishment like others. So, as a consumer, he will purchase such product and service offerings, which people in his social group are using and receiving, rewarding reinforcement; and he will try to avoid such products and services, which people in his group are not using, and so that he does not, he is not punished, or he does not receive any negative reinforcement. So, based on, as a consumer he will patronize such products and services that are rewarding in terms of usage, in terms of experience, in terms of, you know, that provide him value from money, and that provide him with some level of customer satisfaction.

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Now, the third personality trait which relates to consumption patterns, and consumer behavior and marketing, in field of marketing is cognitive factors. Cognitive personality traits have also seem to have a big impact on consumer decision making and consumption behavior. We have seen, how cognition, how information, how knowledge has a role to play right from, right across all the stages of consumer decision making, specially with respect to information gathering, information or search, information processing, comprehension, elaboration, retention, retrieval, etc. So, cognition has a big role to play, all throughout different stages of decision making.

 Two particular, two traits in particular which is visualizers verses verbalizers, and high and low need for cognition, are said to have a deeper influence on consumer behavior

and consumption patterns. This is relevance, because based on, you know, the segment being a visualizer or a verbalizer, and based on a segment having a high or low need for cognition, marketers need to design their communication strategy, both in terms of message and media, accordingly.

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Consumer Cognitive Personality Traits	Types	Relevance/Implications for a Marketer
i) Visualizers and Verbalizers	**Visualizers:** -consumers who prefer the visual media or visual information or even products that stress the visual.	**Visualizers:** -As a consumer, they prefer the TV or would prefer the audio visual CD to provide them with information, rather than a book to read. -The marketer should present his communication via the visual media and stress on pictures, charts, figures and drawings in order to create awareness of the product, the factual details, features and benefits. The strategy would attract attention and seek retention of information from visualizers.
	Verbalizers: -such consumers prefer the written/verbal media or the written/verbal information or even products that stress the written/verbal.	**Verbalizers:** - As a consumer they prefer the newspaper/ magazine as a media and would desire information via a brochure or a book rather than audio visual CD. - The marketer should use the print media or even supplement it with the verbal to educate verbalizers about their product and service offerings, as also other information about the 4Ps.

So, let us first talk about the visualizer and the verbalizer. So, when we talk about visualizers and the verbalizers, we basically are speaking about people who prefer the visual media or people who prefer the written media. So, visualizers will prefer the visual media, or even, you know, they look for product or look for appeal that stresses the visual. And, verbalizers prefer the written or verbal media, and will stress, and will prefer media that stresses, the written or the verbal.

So, as a visualizer, the consumer prefer the TV or the audio visual CD, to provide them with information rather than they open book to read. So, marketer the must present his communication by a visual media and he should stress on pictures, charts, figures, drawings, in order to create awareness, or in order to talk about product features, attributes, and benefits. On the other hand, verbalizers ask consumers; they would prefer the newspaper or the magazines as a media, and would look for information by a brochure or a book. So, marketer should basically use the print media, and could supplement it with verbal to educate the consumers about the product or service offerings, or the brand.
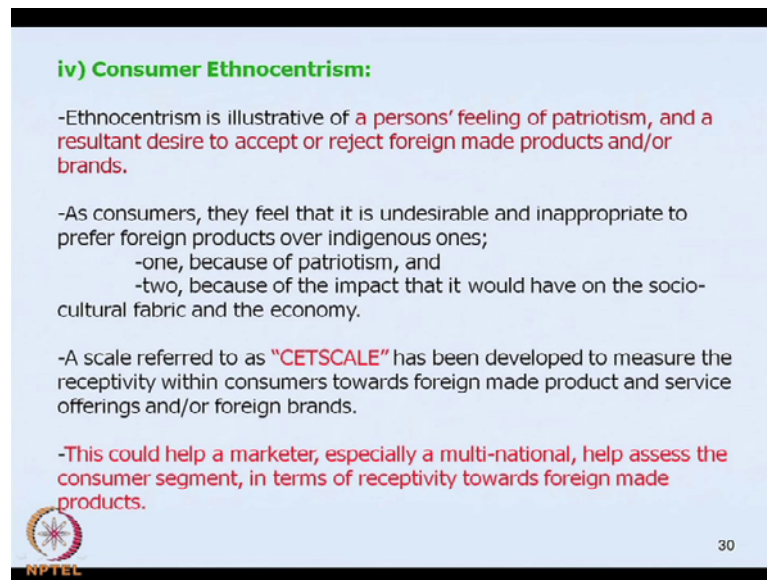
Consumer Cognitive Personality Traits and their Implications

Consumer Cognitive Personality Traits	Types	Relevance/Implications for a Marketer
ii) Need for cognition (NC)	**High Need for Cognition:** -those consumers, who are high on cognition, are desirous of information; they love to think, and thus, like to collect information, and deliberate upon it. It refers to their propensity to gather information and enjoying thinking.	**High Need for Cognition:** Consumers who are high on the NC, prefer a message that is information providing, gives product/service related information, arguments and counter-arguments; in other words, they like to process information through the central route to persuasion; they would prefer the message content, rather than the context.
	Low need for Cognition: -such consumers are low in need for thought and deliberation.	**Low need for Cognition:** -Consumers who are low on the NC, prefer a message that contains fun, fantasy, via colours, music, jingle etc.; they like to process information through the peripheral route to persuasion, and would prefer the message context (the music, jingle, scenery, and celebrity/model) rather than the message content.

Another trait is need for cognition, NC which could be high or low. Those who are in high need for cognition, or desirous of information; they love to think, and like to collect information, deliberate upon it. So, such consumers prefer a message that is information providing, and gives product or service related information in the form of arguments and counter arguments. So, they would process information through the central route to persuasion; and prefer the message content, rather than the context.

On the other hand, you have people who are low on need for cognition, who are low in for thought and deliberation. And such people, they would prefer a message that contains fun, fantasy, music, jingle. So, their focus is, the message is going to process through the peripheral route to persuasion; and the choice of media, the media here, the focus here is on the context, rather than on the message content. So, here we have these two traits, which is high on cognition, and low for cognition.
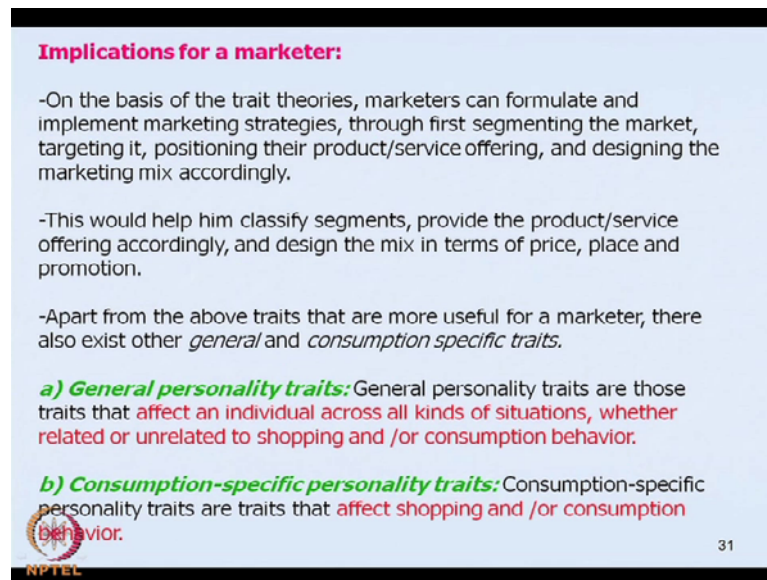
Finally, we have another trait which relates to consumer behavior, and that is consumer ethnocentrism. Ethnocentrism is a feeling of patriotism, or desire to accept indigenous products and reject foreign made products. So, as consumers, the people who are high on ethnocentrism feel that it is undesirable and inappropriate to prefer foreign products over indigenous one. Because of the level of patriotism, the love and affection which you have for your country; two, because it says that, you know, this kind of impact will have the acceptance of foreign made product would have negative impact on the state of the economy, and on the social cultural fabric of the country.

So, people, there is a scale which has been used, which is called as CETSCALE, CETSCALE which has been successfully used to measure the level of patriotism; and basically, not only patriotism, it is the measure of the love for a particular indigenous product of a country vizaviz foreign made product. It basically measures the receptivity of consumers towards foreign made products and services, as against indigenous brands. So, this could basically help marketers, especially multinationals, help assess these consumer segments, help assess whether the segment will be viable or you know, profitable in terms of receptivity towards foreign made products.

Now, what are the implications of these trait theories? On the basis of traits theories, marketers can implement their strategies, first by identifying segments and then positioning their product services and designing their mix accordingly. Apart from the above traits, which we just mentioned, on innovativeness, or on, you know, the need for cognition, or on the ethnocentrism, or consumer susceptibility to interpersonal influence, apart from these trait theories, the other consumption and general specific traits; we have general personality traits which are general and could be, you know, they affect individual across all kinds of situations, whether purchase related or non purchase related. And, then we have consumption specific traits which are more related to the purchase situation, and affects shopping and consumption patterns.

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Examples of general versus consumption specific traits:

General personality traits	Consumption-specific personality traits
- Dogmatism	- Innovativeness
- Compliance	- Social directedness or other directed
- Expertise and Involvement	- Opinion leadership
- Self confidence	- Early adopters (high confidence) versus late majority or Laggards (low confidence)
- Impulsiveness	- Deal prone
- Need for cognition	- High versus Low
- Extroversion	-Prefer to shop with others than alone; Socially directed.
-Openness to experience	- Variety novelty seeker; Innovative
-Conscientiousness	- Careful; Logical and rational
- Agreeable	- Socially directed; Looks towards others for help, advice and decision, Compliant.

So, here, we have some examples of general personality traits and which actually, which affect the individual behavior in purchase and non purchase decisions, in purchase and non purchase situations. And then you have consumption specific personality traits which talk more about the purchase situation. Now, this, we bring end our discussion on personality; and how it impacts consumer, you know, behavior; and how it impacts; how consumers behave in the market place.
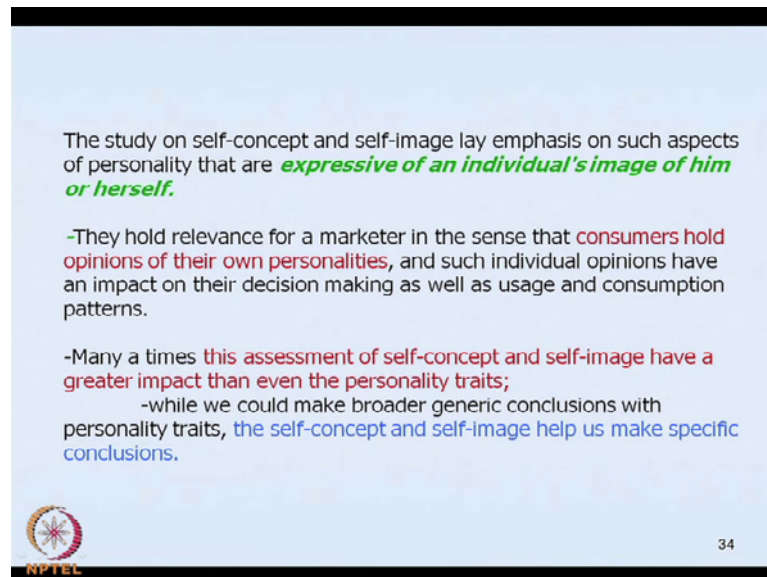
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6.3.5 Meaning of Self Concept and Self Image:

-Every individual makes a self-assessment of himself/herself, and forms opinions of himself/herself.

-He sees himself as an "actual", and as an "ideal".

-Based on such an image, he acts out his behavior, both general and specific to consumption behavior.

Now, let us discuss, move beyond and discuss the concepts of self image and self concept. Now, every individual makes an assessment of himself or herself, and forms an opinion about himself; he sees himself as an actual, as an ideal. So based on this, you know, he acts out of behavior, both general and specific to consumption behavior.

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Now, this particular, is the study of self concept and self image as emphasis on aspects of personality that are expressive of an individual's image, or opinion about him. Consumers hold opinions of their own personality. Many a times the assessment of self concept, and self image have a greater impact than even the personality traits. So, while, you know, we could make broad conclusions about personality traits. The concepts of self concept and self image help us make only specific conclusions about how we behave in the market place.

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Theories related to self concept indicate relationship between a person and a social system, and conclude how a relation between a person and a social environment affects his personal makeup. Individual's interaction with others around him affects his personality development through self concept.

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Now, what is self concept? The self concept basically comprises two components: the actual self, and the ideal self. Actual self is, the how people perceive, or what he or she, how a person perceives, or what he or she is. And, ideal self is how, it refers to a
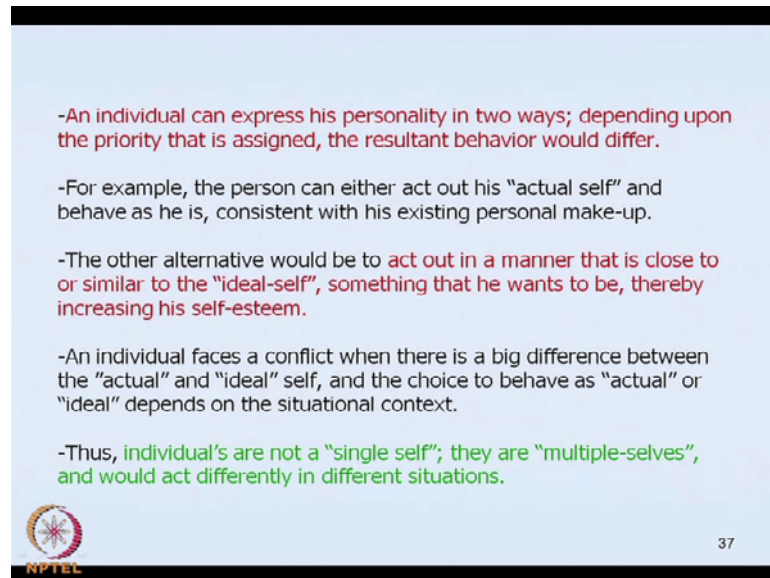
person's perceptions of what he or she wants to be. So, the actual is what he is, and the ideal is what he or she would like to be. Now, both these concepts are related to each other.

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-An individual can express his personality in two ways; depending upon the priority that is assigned, the resultant behavior would differ.

-For example, the person can either act out his "actual self" and behave as he is, consistent with his existing personal make-up.

-The other alternative would be to act out in a manner that is close to or similar to the "ideal-self", something that he wants to be, thereby increasing his self-esteem.

-An individual faces a conflict when there is a big difference between the "actual" and "ideal" self, and the choice to behave as "actual" or "ideal" depends on the situational context.

-Thus, individual's are not a "single self"; they are "multiple-selves", and would act differently in different situations.

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Because, when we see, you know, the person expresses his personality depending upon, you know, in two ways; depending upon the priority that is assigned, and the resultant behavior would differ. For example, a person can either act out his actual self, and behave as he is or you know, he acts out in a manner that is close to his ideal self, something he wants to be. So, an individual basically faces a conflict when there is a big difference between the actual and the ideal self, and choice has to be between actual and ideal. Such individual's are not single self; they are multiple selves, and they behave differently in different context and in different situation.

So, as a consumer also, you know, we see that actual and ideal selves come into play in the market place. While a consumer tries to relate his personality with the personality of the product or service; and the brand actual self, comes into play; on the other hand, when he tries to match the product or service and the brand personality with an aspiration group, or something what he aspires to be, the ideal self comes into play. So, this basically confirms assumption that self concept is closely related to personality, and individuals would prefer buy such product and services, which match their ideal self, or, first is the actual self or then ideal self what they would like to be.

Consumers exhibit multiple selves; they act out differently in different situations. For example, today a person buys a black color, and tomorrow he buys a red color. So, again whether the actual and ideal selves come into play will depend upon situational factors. It has to include social visibility of the purchase, and the relevance of the purchase in terms of a self image. This could have implications for marketer in terms of market segmentation, whether it is used benefit, or whether it is used situation.

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Talking about self image, we have traits, characteristics, qualities and mannerisms in behavior, all put together which clear the image of a person. In terms of marketing also as consumers possess the self image. So, similar to a relationship between a self concept and personality, there also exits a relationship between self image and personality. Consumers match their product or brand personality, with their self image, and they prefer buying those products and services, or brands where they find a close or perfect match. In this manner they attempt to basically reaffirm or confirm their own self image, or something that they that they would like to preserve their self image.

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Based on findings from research undertaken in consumer behavior, various kinds of self-images have been identified, viz.,

a) *actual self-image* (how a consumer perceive himself);

b) *ideal self-image* (how he would like to perceive himself);

c) *social self-image* (how a consumer feels others perceive him, or how they think of him);

d) *ideal social self-image* (how the consumer would like to perceive him), and

e) *expected self-image* (how the consumer expects to see himself in future).

-Consumers' seek to "alter their self", and try and go for a personality change, for example they could go in for fashion apparel, grooming and cosmetic surgery, etc., and try and reach an ideal self.

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So, based on, you know, finding some research in consumer behavior, various kinds of self image have been perceived: actual self is how he perceives himself; ideal is how he would like to perceive himself; social self image is how a consumer feels others perceive him, or how the others think of him; ideal social self image is how the consumer would like others to perceive him; and expected self image how the consumer expects to see himself in future. So, consumers basically seek to alter their self, and try to go for personality change, for example, they may go for cosmetic surgery, or they may go for fashion apparel, and basically to reach to an ideal self image or an ideal self.

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As a consumer, which of the self-images comes into play would depend upon the:

i) product/service offering and,

ii) the situational factors, which would include social visibility of purchase and usage, and the importance/relevance of the purchase for the person's self-image.

-For example for convenience goods or day-to-day household goods, the consumer would base his purchase on his actual self-image.

-On the other hand, for shopping goods or specialty goods, he would be guided by the social self-image or the ideal self-image. This could have implications for a marketer in terms of market segmentation and positioning.
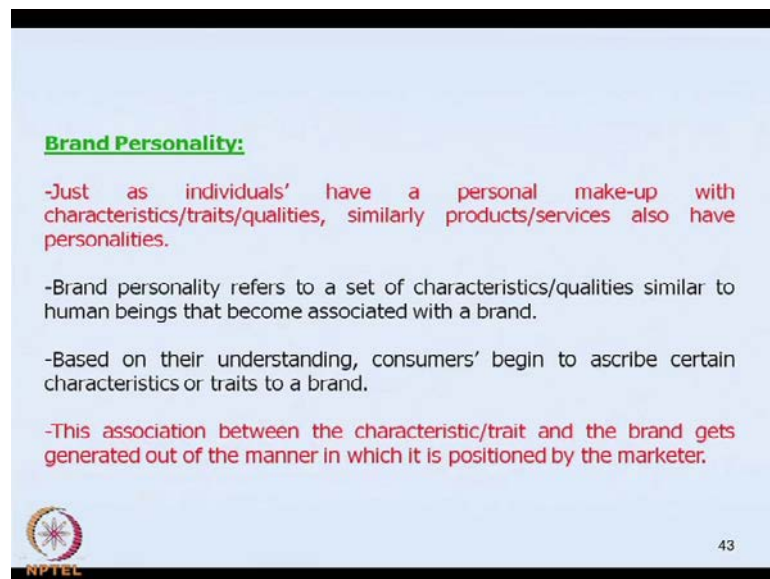
-Self-image can be used as a basis to segment the market, and the marketer can then position his product/service offering as a symbol of such self-images.

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So, as a consumer, which of the self images will come into play will depend upon the product or service offering, the situation concerned in terms of visibility or the purchase as well as the relevance of the product or the service for the person self image. For example, for convenience goods, the consumer would base his product, his purchase on his actual self image; but for shopping products or for specialty products, he would be guided by a social self image, or by the ideal self image.

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Brand personality, just as individuals have a personality, such similarly brands also have personality. Brand personality refers to a set of characteristics or qualities similar to a human being that become associated with a brand. So, this association between a character trait and between the personal characteristics or the traits, and the brand gets generated in a manner which is positioned by the marketer.

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-Thereafter, consumers match the product and/or brand personalities, with their own personalities, self-image and self concept; and they buy those where they find a close or perfect match.

-Sometimes they buy such product/brands that help them bolster their weak or inferior self.

-Some personality traits with examples of brands are mentioned below:

a) Sophistication: Dove, Titan Raga

b) Ruggedness: Levi's Jeans, Bajaj Pulsar

c) Power: Surf, Rin, Hero Honda

d) Achievement: Boost, Glucon C

e) Competence: Kingfisher Airlines, IBM

f) Sincerity: Life Insurance Corporation, Western Union Money Transfer

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So, there after consumers match the products and or brand personalities, with their own personalities, self image and self concept; and some personality traits with examples are like, sophistication is Dove or Titan Raga; ruggedness, Levi's Jeans, Bajaj Pulsar; power, Surf, Rin, Hero Honda; achievement, Boost, Glucon C; competence, Kingfisher Airlines and IBM; sincerity is life insurance corporation or western union money transfer.

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6.3.6 Consumer Personality, Self-Concept and Self-Image and Implications for Marketers:
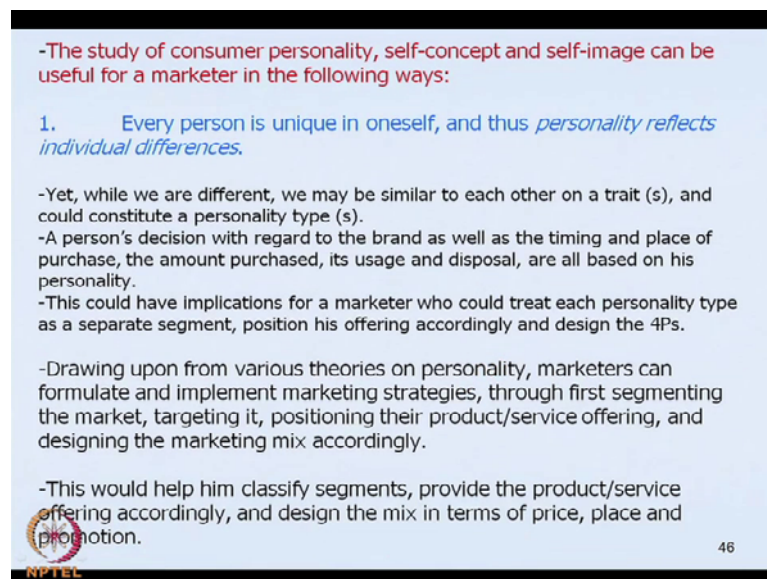
-Consumer personality, self-concept and self image have implications for a marketer.

-Consumers' purchase and usage of product and service offerings is reflective of his personality, self-concept, and self-image.

-Consumers generally buy those products/brands, whose personality matches their own.

-For marketers this is important as they must know that consumers make purchase decisions to support their personality, self-concept and self-image.

-The concept of self helps a marketer to understand, predict, and direct the purchase decisions of consumers.

-Thus, marketers need to understand the congruity between personality, self concept and self-image of the customers, vis a vis, the brand personality and image of the product/service offering.

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So, how is the study of consumer personality, self image and self concept relevant for a marketer? They have implications for a marketer; they basically, consumer purchase and

usage of a product or service offering is reflected of his or her personality, self image and self concept; consumers prefer buying those product or brands where personality matches their own. So, for a marketer, it is important to know that consumers, must know that consumers make purchase decisions to support their personality, self image and self concept. So, marketers need to bring about congruence between the three, so that, between personality, self image, and self image of the consumer, vis a vis, the brand personality, brand image, and the image of the product or service offering.

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Every person is unique, and such personality reflects individual differences. So, marketers would have to classify segments accordingly, and provide product or services accordingly.

Self concept is closely related with personality, and individuals would buy such products and services, or the brands, which match their concepts and personalities. A consumer tries to relate his personality with the personality of the product or service offering, and the brand, the actual self comes into play. Consumers also exhibit multiple selves; and whether it is actual or ideal self, will depend upon the product or service, between the situation, and between the relevance of product or service to the consumer.

Their also exists a relationship between self image and brand personality. Consumers match their product or brand personalities, with their self image, and buy those products where they find a close match.

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-The study of consumer personality (personality traits and types as well as general and consumption specific personality traits), self-concept, and self-image is important, and holds relevance for a marketer in the design, development and implementation of his marketing strategies.

-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.

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The study of personality traits, whether general or consumption specific, or the self concept and self image, is relevant for a marketer, in the design, development and implementation of marketing strategies. This brings us to a conclusion of our session on personality, self image and self concept.

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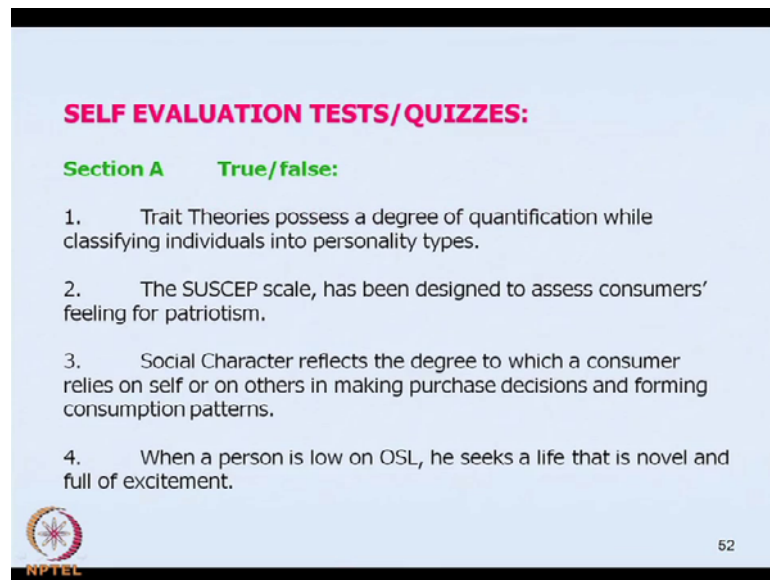
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Let us come to the references. Asseal, 1992, Consumer Behavior and Marketing Action; Loudon and Della Bitta, Consumer Behavior, Fourth Edition, Tata McGraw Hill; Kotler and Keller, Marketing Management, Thirteenth edition, Pearson; Peter and Olson, Consumer Behavior and Marketing Strategy, 2005, McGraw Hill; Schiffman and Kanuk, Consumer Behavior, Eighth edition, Prentice Hall; and Wells and Prensky, Consumer Behavior, John Wiley and sons.

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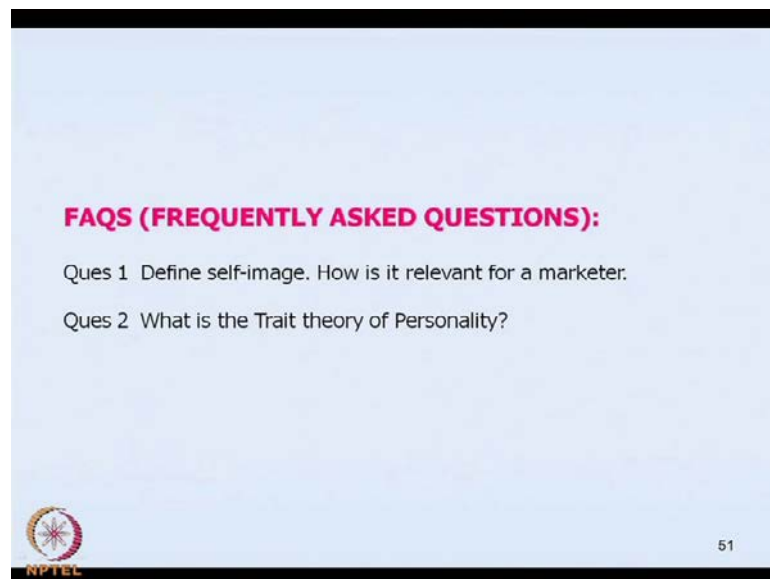
Frequently asked questions. Question 1: define self image. How is it relevant to a marketer; and question 2: what is the trait theory of personality?

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SELF EVALUATION TESTS/QUIZZES:

Section A   True/false:

1.   Trait Theories possess a degree of quantification while classifying individuals into personality types.

2.   The SUSCEP scale, has been designed to assess consumers' feeling for patriotism.

3.   Social Character reflects the degree to which a consumer relies on self or on others in making purchase decisions and forming consumption patterns.

4.   When a person is low on OSL, he seeks a life that is novel and full of excitement.

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Coming to a quiz; section A- true false. Trait theories posses a degree of quantification while classifying individuals into personality types. This is a true or a false statement. This is a true statement. Statement two: the SUSCEP scale, has been designed to assessed consumers' feeling for ethnocentrism and patriotism. This is a false statement; it has been designed to assess consumers susceptibility to inter personal influence. So, this statement is a false statement. Social character reflects the degree to which consumers relies others, or on others or on self in making purchase decisions and forming consumption patterns. This is a true or a false statement. This is a true statement. Question four: when a person is low on OSL, he seeks a life that is novel and full of excitement. This is again a false statement; when he is high on OSL, he seeks life that is novel and full of excitement.

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Fill in the blanks: the dash scale measures susceptibility to interpersonal influence measures a person's receptivity to social influence, the dash scale, the SUSCEP scale, SUSCEP. Question number two: dash is illustrative of a person's feeling of patriotism, and resultant desire to accept or reject foreign made products and or brands. So, ethnocentrism is illustrative of a person's feeling of patriotism; answer is ethnocentrism. Third question: the self concept comprises two components dash and ideal self. So, it is actual self and ideal self. Four: consumers also exhibit dash and the same consumer could act differently at different times with different peoples. So, consumers exhibit multiple selves.

Dash refers to a set of characteristics or qualities similar to human beings that being associated with the brand. So, brand personality refers to a set of characteristics or qualities similar to human beings that become associated with the brand. Question number 6: the group of researchers who laid emphasis on the process of socialization and his impact on personality came to be known as the dash. They came to be known as the Neo Freudians.

Multiple choice questions: when a, when a consumer gets to know about a product or a brand and then consciously attempts to gain more information and contemplate purchase it is referred to as: a, variety novelty seeking; b, vicarious exploration; 3, exploratory purchase behavior; d, none of the above. The answer is b, vicarious exploration Second: based on the traits, the consumers can be classified into groups, labeling the consumers as being of certain personality dash; type; group; class; or none of the above. So, the answer is personality type, which is a.
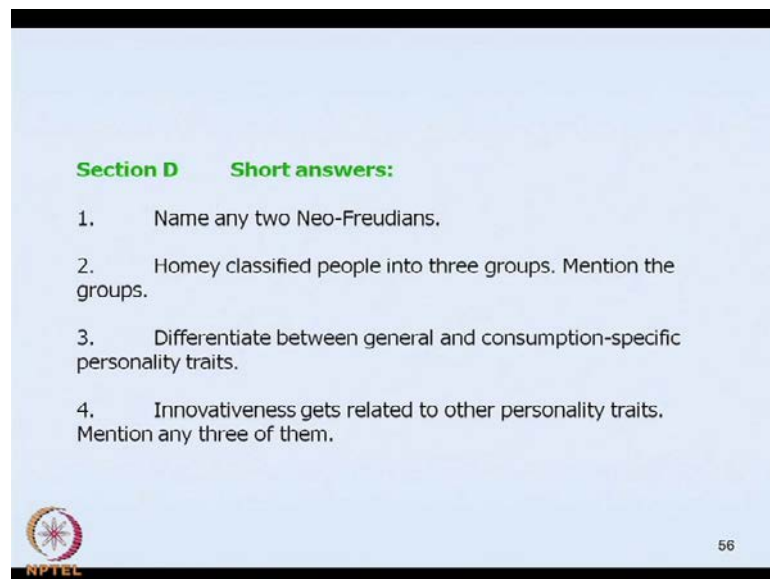
Which of the following pairs is wrong? Inferiority complex, is something that arose out of a sense of inferiority or inadequacy: Adler; Id, ego, superego: Homey; Social relationship were extremely important for human beings, refer to such causes as interactional: Sullivan; or d, all of the above. The answer is b, which is id, ego, and super ego by Homey; this is, this pair is a false pair or a wrong pair; it is, id, ego and super ego is by Freud.

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Finally, coming to short answers: name any two Neo Freudians:- Adler, Sullivan and Carry and Homey. How we classify people into three groups. Mention the groups. Complaint, aggressive and detached. Differentiate between general and consumption specific personality traits. So, you have those traits which accept purchase and non purchase related situations; or effect individuals across all kinds of situations, we call them general traits; and consumption specific traits are those which are related to the purchase situation. And innovativeness gets related to other personality traits. Name any 3 of them. Dogmatism, social character, OSL's, and variety novelty seeking.

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3. General personality traits are those traits that affect an individual across all kinds of situations, whether related or unrelated to shopping and /or consumption behavior. For example: dogmatism, compliance
Consumption-specific personality traits are traits that affect shopping and /or consumption behavior. For example: innovativeness, social directedness.

4. Dogmatism, Social character, Optimum stimulation levels and Variety novelty seeking.

So, this brings us to an end of our session on personality, self concept and self image; and this brings us to a conclusion of our lecture on module 6.3. We will begin with module 6.4, in the next class.

Thank you.