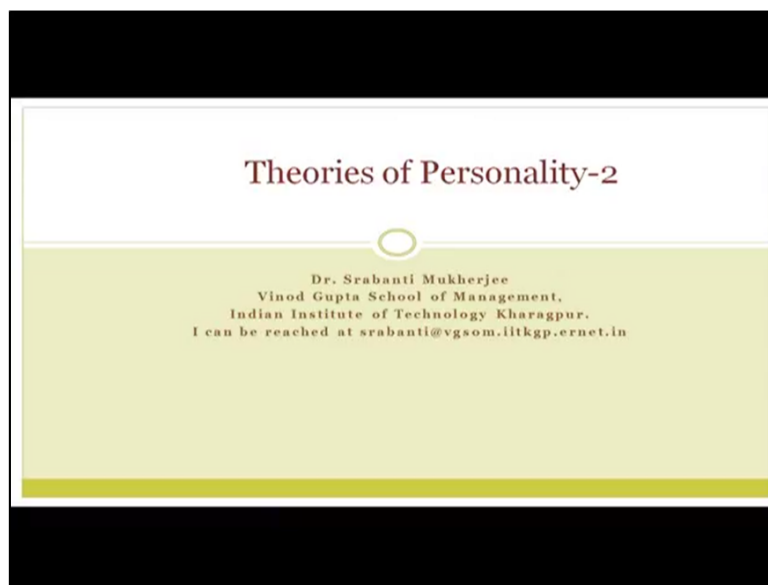


Consumer Behaviour
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Module No. #03
Lecture No. #12
Theories of Personality-II

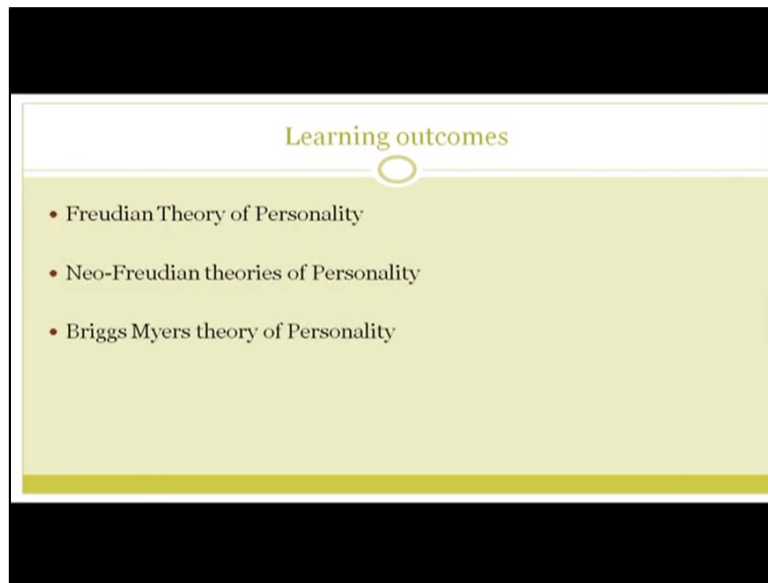
Welcome, to the Twelfth Session of Consumer Behaviour Course. And, I, Dr Srabanti Mukherjee, will be delivering, the Second Session on, Theories of Personality.

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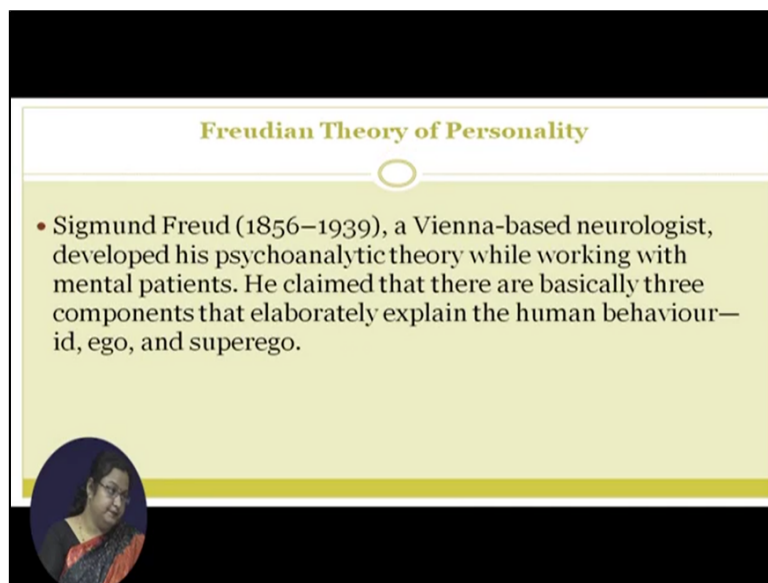
In the Earlier Session, we have talked about, the Individual Theories of Personality. And, in this Session, we are going to talk about, the Social Theories of Personality.

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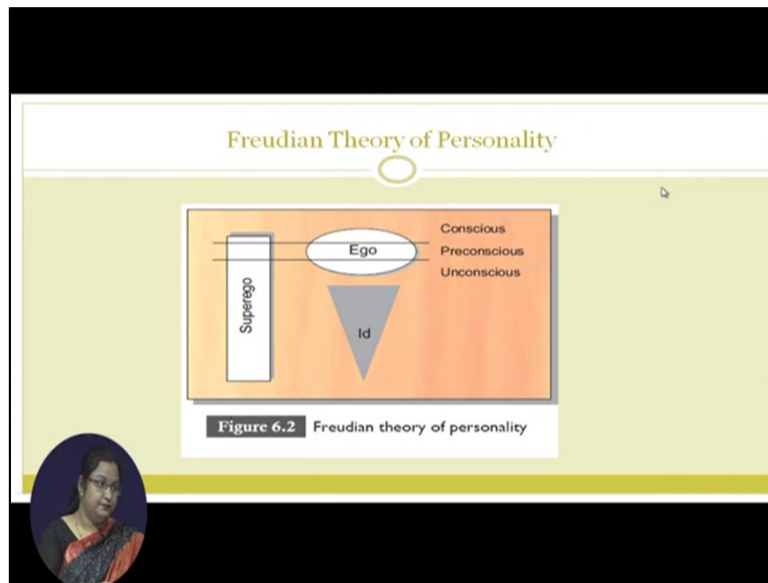
And here, we will talk about Freudian Theory of Personality, and Neo-Freudian Theories of Personality, and in particular, Briggs Myers Theory of Personality.

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So, to begin with, we will start with the, Freudian Theory of Personality. Sigmund Freud, a Vienna-based Neurologist, has developed his Psychoanalytic Theory, while working with the Mental Patients. He claimed that, there are basically three components, that elaboratively explain the Human Behaviour. And, these three are, Id, Ego, and Superego.

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So, as you can see in this diagram, Id, is an Unconscious Behaviour. Whereas, Ego flows through, Conscious, Unconscious, and Preconscious Behaviour. And, we also have, Superego, which is again, a very Conscious Behaviour.

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Stages of Freudian Theory of Personality

- **The Id**
 - The id is the only component of personality that is present from birth.
 - This aspect of personality is entirely unconscious and includes the instinctive and primordial behaviour.
 - The id is the source of all psychic energy, making it the primary constituent of personality.
 - The id is driven by the pleasure principle, which strives for immediate fulfillment of all desires, wants, and needs. If these needs are not satisfied immediately, it results in the state of anxiety or tension.

For example: The TVC of Snickers

So, to go in details, we talk about the stages of Freudian Theory of Personality. That is, First, we talk about, the Id stage. Id is the only component of Personality, that is present from Birth. Now, what is that? This aspect of Personality, is entirely Unconscious, and includes the Instinctive and Primordial Behaviour, of the Customer. Like, I am very hungry, I want food, right now. So, I don't think that, whether I should grab a food from somebody else, who is eating.

Or, I should buy it from, somewhere. Or, how do I be. But, at the end of day, I want a food,

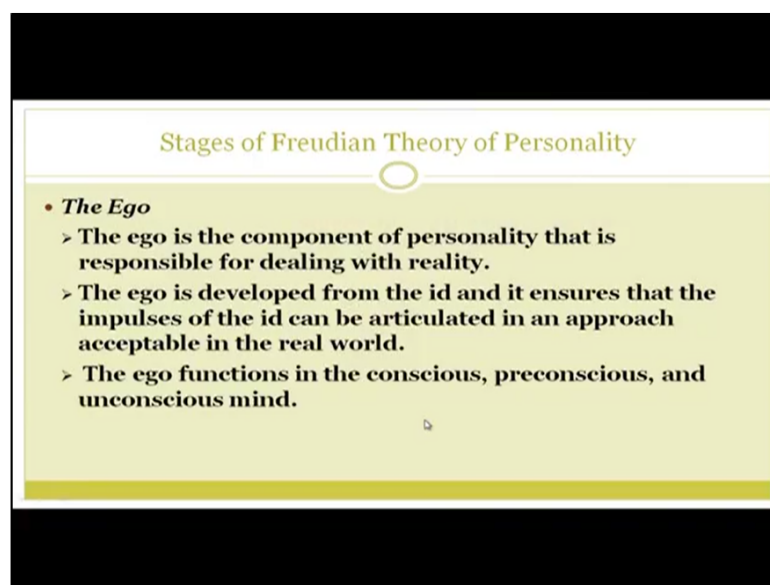
somehow. I want some food stuff, somehow. So, this kind of Behaviour, without giving a Social consideration, without giving a Moral consideration, when I am just only thinking to satisfy my requirement, it is a Behaviour, which is Childlike Behaviour. So, that is why, we call it as Id. For, it is mentioned it, in this way.

So, this Id is the source of all Psychic Energy, and make it the Primary Constituent of Personality. Some People feel hungry more. Some People eat less Food. Some People becomes more thirsty. Some People are guided by, you know, Good Dresses, too much of Colours. So, these are all like, some Inner Traits, which is often, obviously comes by Birth. It is the Inert Characteristics of the Customer.

So, the Id is driven by the Pleasure Principle, which strives for immediate fulfilment, of all Desires, Wants, and Needs. If, this Needs are not satisfied immediately, that results in the state of Anxiety, Tension, and Erratic Behaviour. For example, if you see the TV commercial of Snickers. Snickers is a Chocolate. So, it has been shown that, Three Friends are moving in a Car. And when, one Friend is very hungry, he is behaving like a Heroine.

So, which means, he is very temperamental, and he is misbehaving with, I mean, he is very arrogant to his Friends. And then, his Friends realise that, he is hungry, that is why, he is behaving in that way. So, he, Rocky, has been given Snickers. So, he eats Snickers. And, he is back, in his own.

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Stages of Freudian Theory of Personality

- **The Ego**
 - The ego is the component of personality that is responsible for dealing with reality.
 - The ego is developed from the id and it ensures that the impulses of the id can be articulated in an approach acceptable in the real world.
 - The ego functions in the conscious, preconscious, and unconscious mind.

So, though it is shown in a funny mode, but it actually wanted to highlight that. We now

move on to the, Ego Behaviour. Ego is that component of Personality, that is responsible, for dealing with reality. Like, every time, when I am hungry, I cannot snatch food from others and have. I should have some social consequence, some way of having food. I may go to a shop, pay, and then buy some food of my choice, and accordingly, I consume it.

So, that going to the shop, paying money, and buying the product, is a kind of Socially Acceptable Behaviour. So, this Socially Acceptable, this particular term, when I am including with Id, then it becomes Ego. Ego is developed from Id, and it ensures, that the impulses of Id can be articulated, in an Approach, that is acceptable to the real world. That is what exactly, I told. And, the Ego functions, are Conscious. It could be, consciously done. It could be, Pre-consciously done. It could be even done, Unconsciously.

I am not thinking that, I am behaving in a socially acceptable way. But, maybe from the Childhood, I know that, this is the way to behave. And like, if I am feeling thirsty, I may go to a Shop, and buy a Bottle of Mineral Water, and consume it. So, this is the way, I have seen throughout. So, that is why, I am behaving in this way. I am not consciously thinking, that this is the Socially Acceptable Behaviour, to go to the Shop, pay Money, and then get the Bottle, and then consume it.

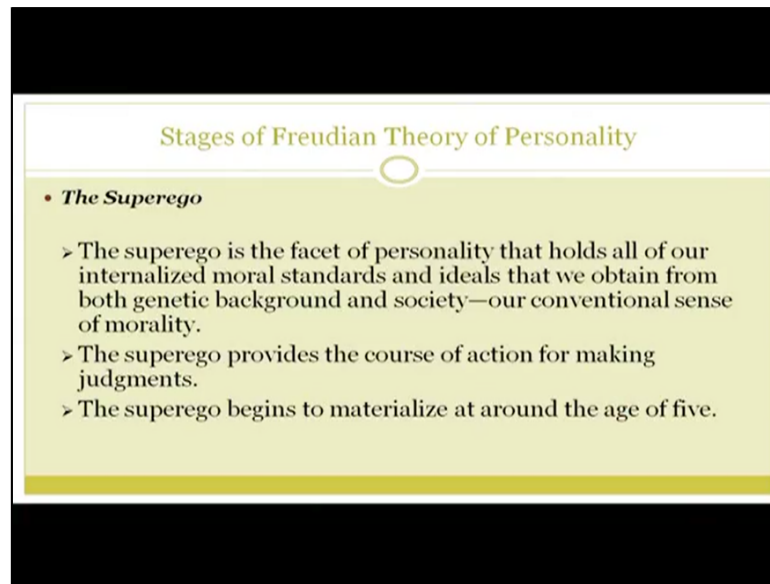
So, that is how, I have not taught. It is a practice; I have done that. So, Unconsciously, I am actually behaving, in a Socially Acceptable way, it could be Pre-consciously also, it could be Consciously also. For example, I want to wear a very Fluorescent coloured Dress. But, I know, if I wear this and go to the College, or in my Office, maybe, I may be ridiculed by my Colleagues. Or, because, that is not an acceptable Dress, to go to the Office.

Usually, you should have a, Formal kind of Dress, not you know, several colours and all, too much of these Fluorescent things, and go to the office. I am not saying, it is wrong or right. But, it is how, the Society is perceiving, my Colleagues are perceiving, my Friends are perceiving, in the Class. So, that is how, I try to confront to the Group norms. Ok.

So, that is how, whatever I want, I try to see whether, it could be, actually in the real situation, I can behave in that way or not. It is acceptable by others or not. So, the examples, which we can say for Ego, is like, Nike Ad, especially when, the Michael Jordan failure Advertisement, or the Maria Sharapova's: I feel pretty kind of commercial, we show both, you know, kind of

Self-Esteem, and Determination. So, this kind of things are there, in Ego.

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Then, we come to the Superego state. Superego is like, driven by morality. So therefore, the Superego is the facet of Personality, that holds all of our, internalised moral standards, our ideals, and that we obtain, from both, our Genetic background, that is from our Parents, and then our Society. This is basically, our conventional source of Morality, that we pay respect to the Elders. So, because of that, maybe, in some families, the Kids, they do not consume Cigarettes or Alcohol, in front of the Elderly People.

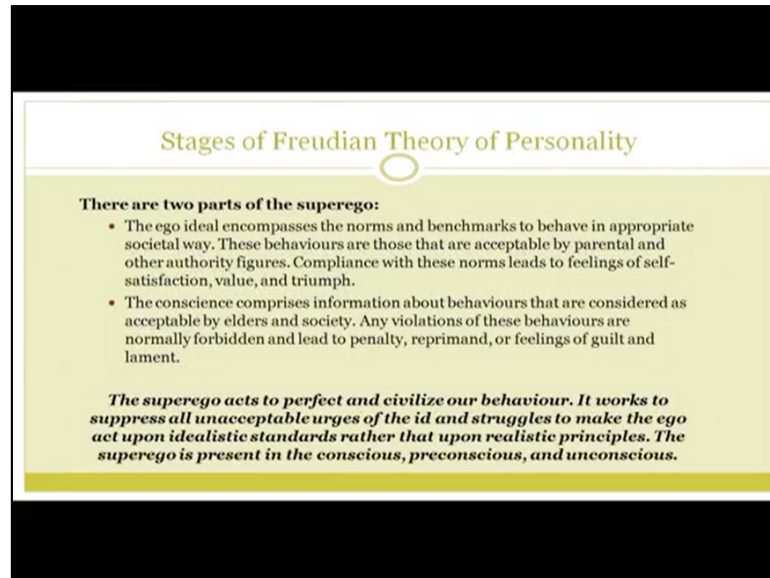
So therefore, they are going to a distant location, to buy that, and having it, may be in a distant location. May be in their Offices, or maybe in the Friend's House, or somewhere else. So, even when I am consuming it, in a Socially Acceptable way also, I am going in a proper place, where the consumption of Alcohol is admitted, may be in a Bar. But, I am not consuming it at Home, just because, you know, that is the way as, nothing Right or Wrong, again.

But, this is my Sense of Morality, which has been inbuilt in my Family. Because, all My, you know, Father, Grandfather, my Uncles, are behaving in this way. So, that is how, maybe, my Behaviour, my Sense of Morality, has been built up. So therefore, this is the Conventional Sense, actually. The Superego, provides the course of action, for making Judgement. Okay. And, this matches, if we see in the Childhood, we don't have it.

After at the age of 5, usually, this kind of Sense of Morality develops. That, we also need to

help others, or something like that. So, for example, Superego's example, could be like the body shops at, which shows that, we could use all natural products, and in an Environment Friendly Approach. So, that could be, you know, one way of thinking about it.

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Or, may be, when we are thinking of, the Advertisement of some Detergent, which starts with, this Swach Bharat type of Campaign. And, it is saying that, Children are engaging the Swach Bharat campaign. And, that is why, they are cleaning the Roads, and all. And, that is why, their Dresses get more dirt. And, to wash, they need a particular Detergent. This was a very popular TV commercial.

And, you know, this shows a kind of Sense of Superego, the Morality attach, to this particular Commercial, also the Sellers. So, there are two parts of the Superego. One part is the Ego Ideal. And, these encompasses the Norms and Benchmarks, to behave in appropriate societal ways. These Behaviours are those, that are acceptable, by Parental and other Authority Figures. What my Father thinks, Right or Wrong.

Going to School every day, is a Right kind of Behaviour, or Wrong kind of Behaviour. Travelling by Car to my School, is a Right Behaviour, or I should go by a School Bus. So, there could be several assumptions, behind it, anyway. So, compliance with this norms, leads to, feelings of Self-Satisfaction, Value, and Triumph. For example, I will not use my Private Car, to drop my Child, to the School.

Because, that you know, may create some kind of Show-off effect, or Demonstration effect,

in my Child, in front of his other Friends, who are not having, such kind of Expensive Car. So, I may like, though I will buy a Car, but that may be, for going to my office. But, I don't want my Child to use it, for going to School. He or She, may go with me for Outing, but not for School. For School, maybe, I prefer that, my Child should go by the School Bus.

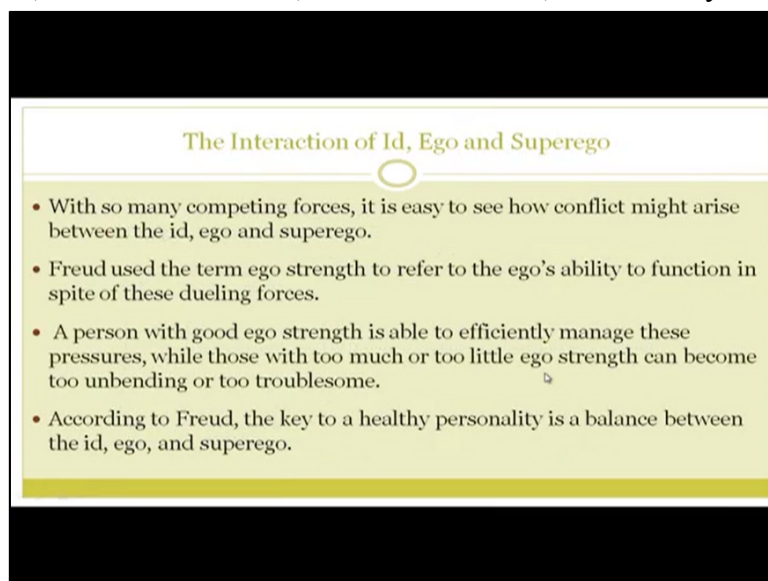
So, this is you know, the distinction of, how to use the Car, for the Child, for the Family, for myself. Okay. So, this will be actually, this is a kind of value system, which I am having. This, satisfies me also. So, this is called, kind of an Ego Ideal, or the compliance to Ego Ideal. The other one, is the Conscience. And, that comprises, information about Behaviours, that are considered as acceptable by Elders and Society.

Any violations of this Behaviour, I may think that, you know, as I have just said, that consuming Alcohol in front of others, is not good. Wearing a particular kind of Attire, is not good, in the Society. So, I may think, this is a feel of Guilt, which may come in me, if I create any kind of violations to that. I will feel, my Conscience will not permit me, to behave in that way.

So therefore, the Superego acts to perfect, and civilise our Behaviour. It works to suppress, all unacceptable urges of the Id, and struggles to make the Ego act upon idealistic standards, rather than upon realistic principles. So, the Superego is present in a Conscious, Preconscious, and Unconscious, kind of Behaviour. Sometimes, it is too much Conscious also.

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So, we have to see, how to balance. So, should we behave, in an Id way. Or, should we have,



The slide is titled "The Interaction of Id, Ego and Superego" in a green font, centered at the top. Below the title is a small green circle. The main content is a bulleted list on a light green background. The list contains four points: 1. "With so many competing forces, it is easy to see how conflict might arise between the id, ego and superego." 2. "Freud used the term ego strength to refer to the ego's ability to function in spite of these dueling forces." 3. "A person with good ego strength is able to efficiently manage these pressures, while those with too much or too little ego strength can become too unbending or too troublesome." 4. "According to Freud, the key to a healthy personality is a balance between the id, ego, and superego." The slide is framed by a black border at the top and bottom.

The Interaction of Id, Ego and Superego

- With so many competing forces, it is easy to see how conflict might arise between the id, ego and superego.
- Freud used the term ego strength to refer to the ego's ability to function in spite of these dueling forces.
- A person with good ego strength is able to efficiently manage these pressures, while those with too much or too little ego strength can become too unbending or too troublesome.
- According to Freud, the key to a healthy personality is a balance between the id, ego, and superego.

too much of Ego State. Or, should we have, too much of Morality. By being, too much of moral also like, to what extent, should I be moral. It also, has to be realistic. So therefore, if we say, what kind of interaction would be there, with Id, Ego, and Superego. With, so many Competing Forces, it is easy to see, how conflict might arise between, Id, Ego, and Superego.

I am very hungry, at this moment. None of my Friends, are going to eat. But, I know that, Yesterday maybe, I have skipped my Dinner. And now, it is almost Lunch time, I am feeling extremely hungry. So, that time, although I am in a group, my Social Norms, or maybe my Friends will expect, that I will go to Lunch, with them. And, this is a Socially Acceptable Behaviour. But, in this case, maybe, I am guided by my Id. And, I am just going out, and having some food. Okay.

So, here, you know, therefore, how do I balance it. When should I go more for Id. When should I go for Ego. And, when People goes from Superego. So, that interaction, that balance, has to be there, in an Individual. So, Freud used the term, Ego Strength, to refer to the Ego's ability, to function, in spite of these duelling forces. There could be a force, to be too much moral. There could be a force, to be behaving in an Id way.

So, the Ego's actual function is, actually balance between all this. If I have a strong Ego Strength, I will actually be a very balanced Person. I will be in a balanced way, in the Society. A Person with good Ego Strength, is able to efficiently manage the Pressures. While, those too much, with little or less Ego Strength, become, too troublesome. I feel, consumption of Chewing Gum in the Classroom, is not good. Okay.

But, I feel that. But, when my Ego Id says, that I will consume it right now. I am consuming it in the class. But, at the same time, I am feeling the guilt. So, that is how, I can become much more irritable, or I may have some kind of anxiety. That, I am consuming this chewing gum, is the teacher looking at me, or my Friends looking at me. So, this kind of things, you know, I will be disturbed actually. So, according to Freud, the key to the Healthy Personality is to, create a balance between, Id, Ego, and Superego.

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NEO-FREUDIAN PERSONALITY THEORY

- Although Freudian theory sheds light on customer personality traits to a large extent, several colleagues of Freud were of the opinion that personality is not only a function of instinct and sex. These new Freudians focused on social relationships, style of life and feeling of inferiority and anxiety as important determinants of personality.
- The most talked about Neo-Freudian theory was propounded by Stack Sullivan and Karen Horney. Sullivan said that individuals constantly attempt to develop significant relationship with others and try to reduce tensions and anxiety.
- On the other hand, Horney proposed that individuals can be classified into three personality groups, namely compliant, aggressive and detached (CAD theory).

If you remember, the Ad of Raymond's, it always shows the image of a Complete Man. And, this Complete Man is complete, by his Family, by his accomplishment, and by the way he behaves, in the Society. So, this Complete Man may be, an image we may consider, is a Person, who has a Strong Ego Strength, and who balances this Id, Ego, and Superego, in a wonderful way.

Now, although Freudian Theory is very popular, but there are New Freudian Theories of Personality. So, which is after Freud. And, Freud's Theory is like, it is too much of Inner. I mean, it says that, although the Theory of Freud, that sheds light on Customers Personality Traits, to a large extent, but several colleagues of Freud, and the Post Researchers, are of opinion that, Personality is not only a function of Instinct, and Individual's Trait.

This, Freudian Theories, actually focused more on the Social Relationship, the Interaction with the Society, Interactive Effect mostly, the style of Life, the Feeling of Inferiority and Anxiety, as important Determinants of Personality. The most talked about, the most popular, New Freudian Theory are propounded by, Stack Sullivan, Karen Horney, and Carl Jung. And also, Briggs Myers.

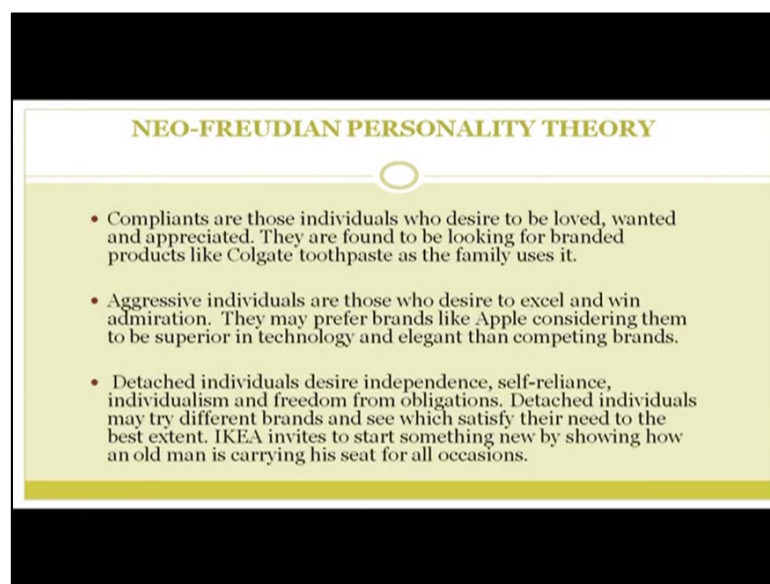
So, we will just go through, those. Like, Sullivan said, that Individuals constantly attempt to develop, significant relationship with others, and try to reduce this state of anxiety. You know, this relationship part, for example, if we now see the recent Ad of Snapdeal, which is showing, that you are sending gifts to the Mother. And, your Mother is very happy, out of it.

And even, this kind of Ad, or even, if you see the Google emotional Ad, when the Granddaughter and the Grandson, is connecting Two Old Men, who were actually depart. One is in Pakistan. One is in India. And, they were departed by the, during the partition. So that, you know, that particular emotion, or the social need, that is, you know, which has been shown in. Because, it has been shown, that Google Ad online search platform helps to, you know, get this kind of emotional experience.

Because, that is how, the Grandchildren has got connected, so that, they could connect their Grandparents, also. So, that is how, is one part of the significant interpersonal relationships. And nowadays, most of the Ads, are coming in Social Media, as well. So, which shows, that in the interactive platform, where Individuals are interacting, discussing, sharing their opinions, about different brands, different state, different types of understanding, about Morality, or several aspects of Life.

There, if this kind of Ad's are positioned, maybe, Customers will discuss about this Ad's more, and they will get more involved, with my product and my brands. That is an assumption. The other one is proposed by Horney. That is, a CAD Theory. And, CAD Theory means, C for Compliant, A for Aggressive, and D for Detached.

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NEO-FREUDIAN PERSONALITY THEORY

- Compliant are those individuals who desire to be loved, wanted and appreciated. They are found to be looking for branded products like Colgate toothpaste as the family uses it.
- Aggressive individuals are those who desire to excel and win admiration. They may prefer brands like Apple considering them to be superior in technology and elegant than competing brands.
- Detached individuals desire independence, self-reliance, individualism and freedom from obligations. Detached individuals may try different brands and see which satisfy their need to the best extent. IKEA invites to start something new by showing how an old man is carrying his seat for all occasions.

Complaints are those individuals, who desire to be loved, wanted, and appreciated. So, they are found to be looking at the brands, which the families use. So, they don't want to stand out, as such. They don't want to satisfy, all the Family members, to their Friends, and all this.

So again, Aggressive Individuals, they are those, those who desire to excel. They want to win admiration. They want to get noticed.

And so, they may prefer brands like Apple, considering them to be superior in Technology, Elegant, you know, so those things. And, Detached Individuals, they actually desire, you know, the Independent, Self-reliance, Individualism, and Freedom from Obligations. And, they don't care about, Society is thinking about them. They want to satisfy, their Needs and Wants. So therefore, what they are doing is, they try different Brands to see, which satisfy their need, to the best extent

So, that is how, Ikea, if you see, the one of the Ads of Ikea, Ikea has stated, that it invites to start something new, by showing, how an old man is carrying, Ikea chair, in everywhere. When, he is in the Morning walk, he is carrying it. Whenever, he is seeing the Sunset time, he is carrying. He is going to some Office; he is carrying his own Chair. And, he makes his own seat, and a comfortable seat, as such.

So therefore, he is a detached individual. He doesn't think, what People is thinking about me, I am carrying a Chair with me. But, that is, that satisfies him, gives him a pleasant experience. I mean that, that satisfies his Need. So therefore, he is okay with that kind of Behaviour, in the Society.

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Jungian Theory of Personality

- According to Carl G. Jung's theory of psychological types [Jung, 1971], people can be characterized in a bipolar way by their preference of general attitude:
 - Extraverted (E) vs. Introverted (I),
 - Sensing (S) vs. Intuition (N),
 - Thinking (T) vs. Feeling (F)

Isabel Briggs Myers, added to the Jung's theory another bipolar dimension, i.e. judging-perceiving relationship as a fourth dichotomy influencing personality type [Briggs Myers, 1980].

- Judging (J) vs. Perceiving (P)

And, the other most prominent one is the, Jungian Theory of Personality. Carl Jung, in 1971 has propounded it. And, it is a Bipolar way of Preference, of General Attitude. And, it is a

Dichotomous way. There is nothing like, either the Person would be Extroverted, or the Person has to be Introverted. The scale with 93 almost items was developed, which shows kind of, either the Person is the Extroverted, or is the Introverted. Sensing and Intuition. Thinking and Feeling. You know, so, this kind of things, which has been shown here.

So now, we will say that, the Isabel Briggs Myers, she has added to the Jungian Theory, another Bipolar dimension, that is Judging and Perceiving Relationship, as the Fourth Dichotomy, influencing the Personality type. And, this was done in 1980. So, they have added, a totally new dimension, that is known as Judging versus Perceiving. Now, what are these things. We see that, the term Extravert, and Extrovert. It is sometimes, pronounced as, Extrovert also. But, Briggs Myers has said it, Extravert. So, I am using the term, Extravert here.

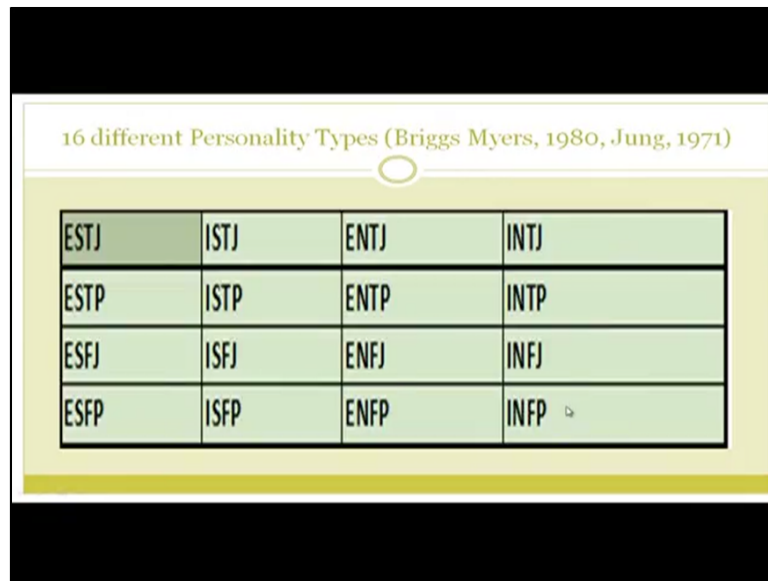
So, these are sometimes, the kind of referred to as, Attitudes. And, this Introvert is more interested, in the Inner World of Ideas, and Extravert prefers the, Outer World of People and Things. Sensing and Intuition, are the Perceiving functions. Jung call them, the Irrational Functions, as a Technical term, not a Pejorative. As, the Person does not necessarily have control over receiving data, but only how to process it, once they have it.

Sensing People, tend to focus on the present and un-concrete information, that came from the Senses. And, Sensing prefers to receive data, primarily from the five Senses. And, Intuitive tend to focus on the Future, with a view towards, Patterns and Possibilities. These People, prefer to receive data, from the Subconscious, or seeing Relationship, via Insights.

Now, coming to Thinking and Feeling. Here, Thinking, or the Decision-making, or Judging Calculus Functions. And, they both strive to make rational choices using data, received from several sources. And then, what they do, this thinking People, they tend to best their decisions, on the logic of, True or False. Okay. And, or, maybe, if and then. And, if you talk about the Feeling kind of Person, then More or Less, Better or Worse, this kind of way, they try to evaluate things.

And, Judging and Perceiving, if you see, this is again, two different dichotomies. And Judging, if you say, this is a J type. They tend to behave like, a plant, or Organised Approach of Life. And, they prefer to have things, very Methodically, or in a Settle Way. While, P types, the Perceived kind of Assumptions. They actually like to be, Flexible and Spontaneous, in different situations of Life, given the options, are open. So, this is how, this different dimensions, has been talked about.

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ESTJ	ISTJ	ENTJ	INTJ
ESTP	ISTP	ENTP	INTP
ESFJ	ISFJ	ENFJ	INFJ
ESFP	ISFP	ENFP	INFP

So, if you make a Permutation and Combination of all these things, it gives to the, 16 different dimensions. Because, we have said like, if you look at here, now E is the Extravert, S is the Sensing, T is the Thinking, and J is the Judging. Similarly, I is the Intuiting or Intuiting Customer. This is the Sensing. This is Thinking. This is Judging.

So, this is how, the Customer could be classified into, 16 different types. Brigg Mayer's, though the validity of this particular, Brigg Mayer's Scale of 93 items, is sometimes a bit question in terms of reliability. But, it is widely used, and widely practised. So, we should also be, little bit understanding, about these concepts.

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to be more detailed.....

Extraverting	Introverting	Sensing	Intuiting	Thinking	Feeling	Judging	Perceiving
Initiating	Receiving	Concrete	Abstract	Logical	Empathetic	Systematic	Casual
Expressive	Contained	Realistic	Imaginative	Reasonable	Compassionate	Planful	Open-ended
Gregarious	Intimate	Practical	Conceptual	Questioning	Accommodating	Early Starting	Prompted
Active	Reflective	Experiential	Theoretical	Critical	Accepting	Scheduled	Spontaneous
Enthusiastic	Quiet	Traditional	Original	Tough	Tender	Methodical	Emergent

Source: Development Edge Consulting Ltd.

So, to be more detailed. When we talk about Extroverting, what do you mean by Extroverting? What are the characteristics? Now, by Extroverting, the current of characteristics, we mean is, Initiating, Expensive, Gregarious, Active, and Enthusiastic. Introverting, we mean like, Receiving, Contained, Intimate, Reflecting, or Quiet. Sensing is like, Concrete, Realistic, Practical, Experiential, and Traditional. Intuiting, if you see, that is Abstract, Imaginative, Conceptual, Theoretical, Original.

Thinking: Logical, Reasonable, Questioning, Critical, and Tough. Feeling: Empathetic, Compassionate, Accommodative, then Accepting, and Tender. Judging: Systematic, Planful, Early Starting, Scheduled, and Methodical. Perceiving: Casual, Open-ended, Prompted, Spontaneous, and Emergent. Now, this has been taken from the, Development Edge Consulting Limited's, one of the Papers.

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Now for ESTJ			
Extraverting	Sensing	Thinking	Judging
Initiating	Concrete	Logical	Systematic
Expressive	Realistic	Reasonable	Planful
Gregarious	Practical	Questioning	Early Starting
Active	Experiential	Critical	Scheduled
Enthusiastic	Traditional	Tough	Methodical

Now, if I say, if we go back here and see, this particular thing, ESTJ. What does it mean? ESTJ means, Extroverting, Sensing, Thinking, Judging. So, the Person should have, all these characteristics. He will be innovative. He will be wanting to experiment with new products. He will be expressive. He really expresses his needs. He is gregarious. He is actively searching information. He is enthusiastic about new products.

But, at the same time, he wants some realistic information, from the source, and very concrete. He wants to be practically thinking about it. Then, he wants to experiment. That is fine. But, he is to some extent, traditional also. So, to catch hold of this kind of Customer, you have to have, very, very, realistic. And then, he is a thinking kind of Customer also.

So therefore, you have to give them a reasonable detail about the products, which will help them, to think that the product is realistic, and appropriate for their requirement. So, this Person is also logical. He will question about, different attributes, critical, tough. He is also systematic. Methodically, he will think of, you know, whether this product will fulfil, all my requirements or not. Okay.

So thereafter, we see that, Systematic, Planful, Early Starting. He is an Innovator, so Early Starting. He adopts the information fast. But, he is Logical. He collects all the information, methodically, you know, calculates that, whether the product attributes, fit to the need. Whether the attributes of the product, justifies the price of the product or not. So, all this.

And, so now, therefore, if we talk about, then what kind of Person, how do we think of this

kind of Person. Godrej, they have recently launched Refrigerator, which is known as, Godrej Eon NXW. And, this particular product's main USP is, Just the Right Temperature. That is, the Slogan, which means, they have Pantry, they have Fridge, they have Chiller, they have Turbo Chill, Holiday mode, they have Child lock, they have Air Lock system. So, all this different attributes, has been very naval, and very innovative, which has been added.

Then, it has a kind of, you can sometimes, we use Refrigerator, rather than Freezer. So, that is why, what happen, Bottom Mounted Cabinet is also there, where some Products could be kept, for the purpose of Refrigeration. Not may be, for as a Freezer, but maybe for Refrigeration. So, that is why, we don't want it to be getting chilled, but we wanted to be in a reasonably low temperature. They have Digital Touch Control Panel. So, which is very a good thing.

So, these are some of the things, you know, which has been incorporated there. Then, the sliding kind of Panels, or the Boxes, which could be, the Shapes could be changed. Or, you know, different kind of Products. Even, if you want to have 5 Wine Bottles, you can keep 5 Wine Bottles. That is how, it has been shaped. So, it is a 2 Cabinet Refrigerator. Top Cabinet, and the Bottom Mounting Cabinet also, is there.

So, very naval product. But, the kind of feature is, very, very new, different new feature. Although, it is basically on the same Refrigeration principle, but then, several new feature has been added to it, a very distinctive. So, the Person, who is Expressive, who is Initiative, Gregarious, Enthusiastic, for the new Product, but at the same time, he wants to experiment, but at the same time, he is very much Systematic, Questionable, Reasonable, and Practical, maybe Judging, all this attributes.

And even, if you see the Product Website, then also, the Characteristics, which is being, especially the USP of the product, which has been highlighted, and clearly explained. Even the Promotion if you look at, the Recent Promotion of this, that also very clearly focuses on the, all the Attributes, of it. It is around, 2 Minutes Commercial, in the YouTube. And where, if interested People, they can go to YouTube, and view it. It is showing, very detailed feature of the Product.

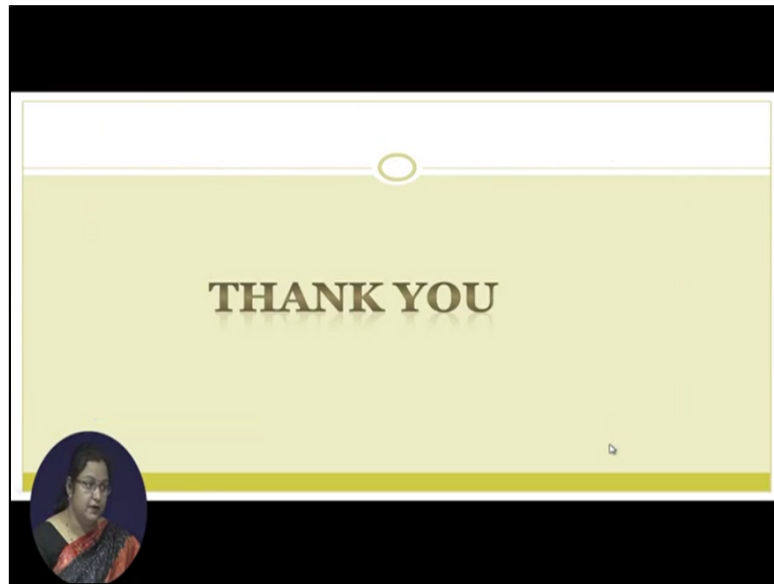
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Carl Jung Differed from Freud		
Source: http://www.simplypsychology.org/carl-jung.html		
Assumption	Jung	Freud
Nature and purpose of the libido.	A generalize source of psychic energy motivating a range of behaviors.	A source of psychic energy specific to sexual gratification.
Nature of the unconscious.	A storehouse of repressed memories specific to the individual and our ancestral past.	A storehouse for unacceptable repressed desires specific to the individual.
Cause of behavior.	Past experiences in addition to future aspiration.	Past experiences, particularly in childhood.

So therefore, Carl Jung, is different from Freud, in terms of his Assumption. Our Nature and Purpose of the Libido, Jung has said, that the General Source of Psychic Energy, and motivating a range of Behaviour, is the Nature and Purpose of the Libido. Whereas, Freud said, a Source of Psychic Energy, specific to Sexual Gratification, could be the purpose of the Libido.

And then, the Nature of Unconscious, Jung has said, that the Storehouse of Repressed Memories, specific to the Individual, and our Ancestral past. Whereas, Freud only focused on the specific desires, repressed Desires of the Individual. Cause of Behaviour also, Jung has said, both Future and Past Behaviour. While, Freud only consider, the Past Behaviours, that is also of the Childhood.

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So, this Second Portion of the Personality Theories, we have covered. The Theory of Freud, we have covered. The Theory of Neo-Freudian Theories, in which Stack Sullivan, we have talked about, Carl Jung, Brigg Meyers. And also, we have talked about, the Theory of Horney. So, this was in short, about this Particular Lecture. So, thank you, and see you in the, Next Lecture.