



PSYCHO
GRAPHICS

VALUES

LIFESTYLE

PERSONALITY

GROUP
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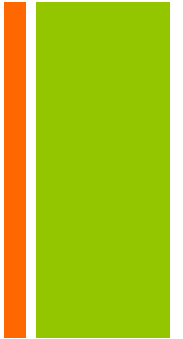


OBJECTIVES



- **1.** Define values and the value system, and show how they can be described.
- **2.** Identify some values that characterize Western cultures, outline the main factors that influence values, and describe how values can be measured.
- **3.** Discuss the personality characteristics most closely related to consumer behavior patterns and show why these are important from a marketing perspective.
- **4.** Explain how lifestyles are represented by activities, interests, and opinions, and describe how psychographic applications in marketing combine values, personality, and lifestyle variables.

+Think
about it...



VS.



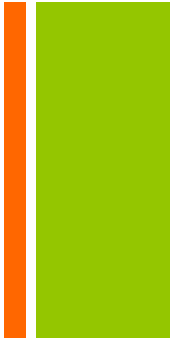
LOUIS VUITTON

“LUXURY BUYING”

“AFFORDABLE LUXURY”

... It does make
sense, right?

+ Situation:



“LUXURY BUYING”

VS.



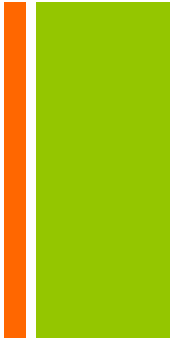
LOUIS VUITTON

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“AFFORDABLE LUXURY”

... Again, it does make sense, right?

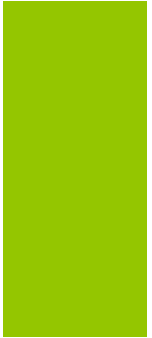
- + These dual trends illustrate the influence of values, personality, and lifestyles on consumer behavior, all topics that will be discussed today.



Lifestyle



BUT WHAT IS PSYCHOGRAPHICS?



- The description of consumers based on their psychological and behavioral characteristics
- Measured consumer lifestyles, but more modern applications also include the consumers' psychological makeup, values, personality, and behavior with respect to specific products
- Marketers use psychographics to gain a more detailed understanding of consumer behavior than they can get from demographic variables like ethnicity, social class, age, gender, and religion
- Defines the consumer's usage patterns, attitudes, and emotions

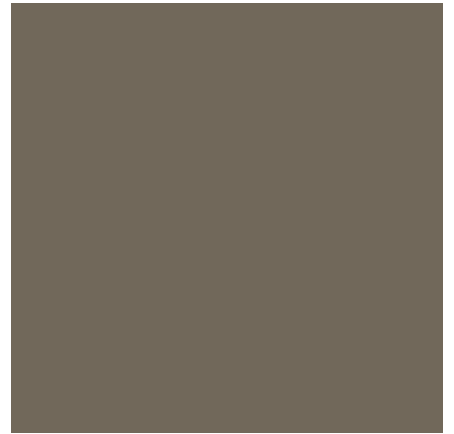
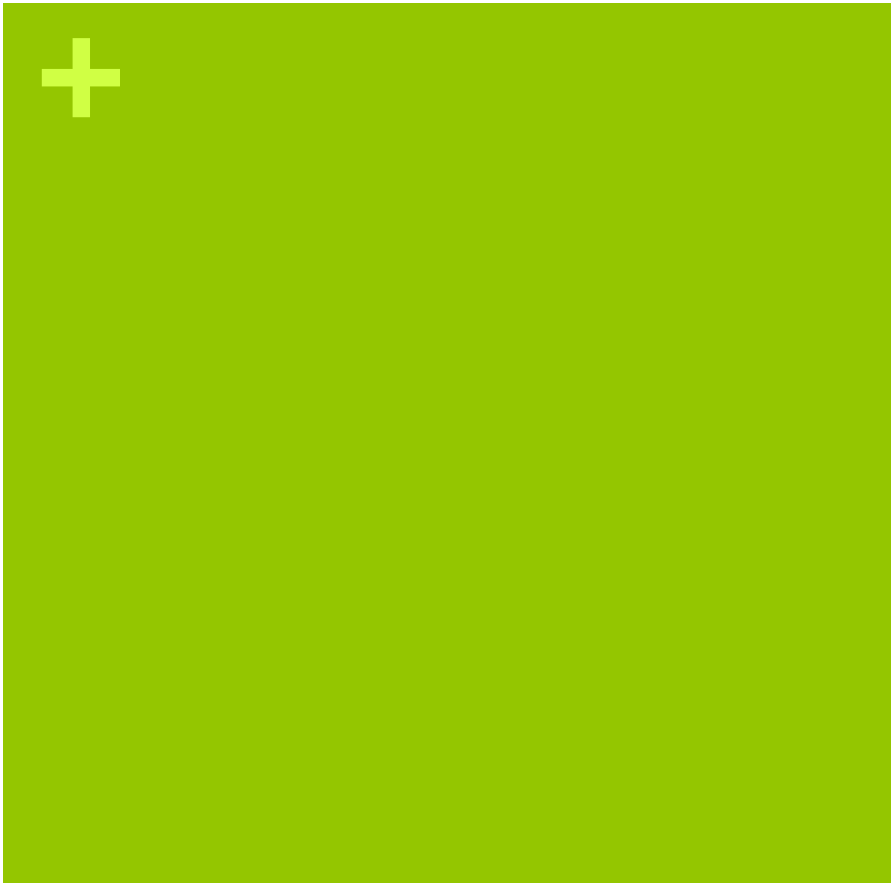


KEY TERMS

Values are enduring beliefs that a given behavior or outcome is good or bad.

Lifestyles are manifestations or actual patterns of behavior.

Personality consists of the distinctive patterns of behaviors, tendencies, qualities, or personal dispositions that make one individual different from another and lead to a consistent response to



VALUES



WHAT IS YOUR PERSONAL
DEFINITION OF “VALUES”?

+ **Values** are enduring beliefs that a given behavior or outcome is good or bad.



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Value system is the way that we behave in a given situation which is often influenced by how important one value is to us relative to others.




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- 
- + ■ It can be described as a **global value** which represent the core of an individual's value system, there would be 7 domain categories under global values which would be **maturity**, **security**, **prosocial behavior** (doing nice things for others), **restrictive conformity**, **enjoyment**, **achievement**, and **self-direction**.
 - Within the seven domains there are two types of global values: *Terminal* and *Instrumental*, **terminal** is highly desired end states such as social recognition and pleasure while **instrumental** values are needed to achieve the desired end states such as ambition and cheerfulness.
 - To summarize:
 - **Terminal** is to have certain goals
 - **Instrumental** is how you are going to achieve your goals



- Consumers that place a *high value* on one set of **terminal values** place *less value* on the **instrumental value set**.
 - More maturity and security may mean less enjoyment
 - Those who emphasize self-direction and achievement would value prosocial behaviors and restrictive conformity less.

+ The Values that Characterize Western Cultures

These include materialism, the home, work and play, individualism, family and children, health, hedonism, youth, authenticity, the environment, and technology.

MATERIALISM

is a domain-specific value that relates to the way that we view the acquisition of material goods and it also reflects a high value on accomplishment if people judge self-worth by what they have acquired or by their achievement of a comfortable life.



TERROR MANAGEMENT THEORY

materialism is rooted, in part, in consumers' drive to relieve anxiety over the inevitability of death by deriving self-esteem and status from acquiring and possessing things

TECHNOLOGY

to make their lives easier and better rather than for its own sake (instrumental)

ENVIRONMENT

Businesses can profit from the environmental values

AUTHENTICITY

People put a value on authentic things while bogus and replicated items are always valued less.

YOUTH

are "early adopters of technology" and "the single largest and most important consumer"

HEDONISM

known for pleasure seeking, meaning the consumer is in the search for goods or services that will make him/her feel good

INDIVIDUALISM

"Rugged individualists" are consumers who value their freedom and self-reliance

WORK AND PLAY

values in every culture is different and It is also said that when people work longer hours than the normal, they tend to value leisure time as much as they value money

FAMILY & CHILDREN

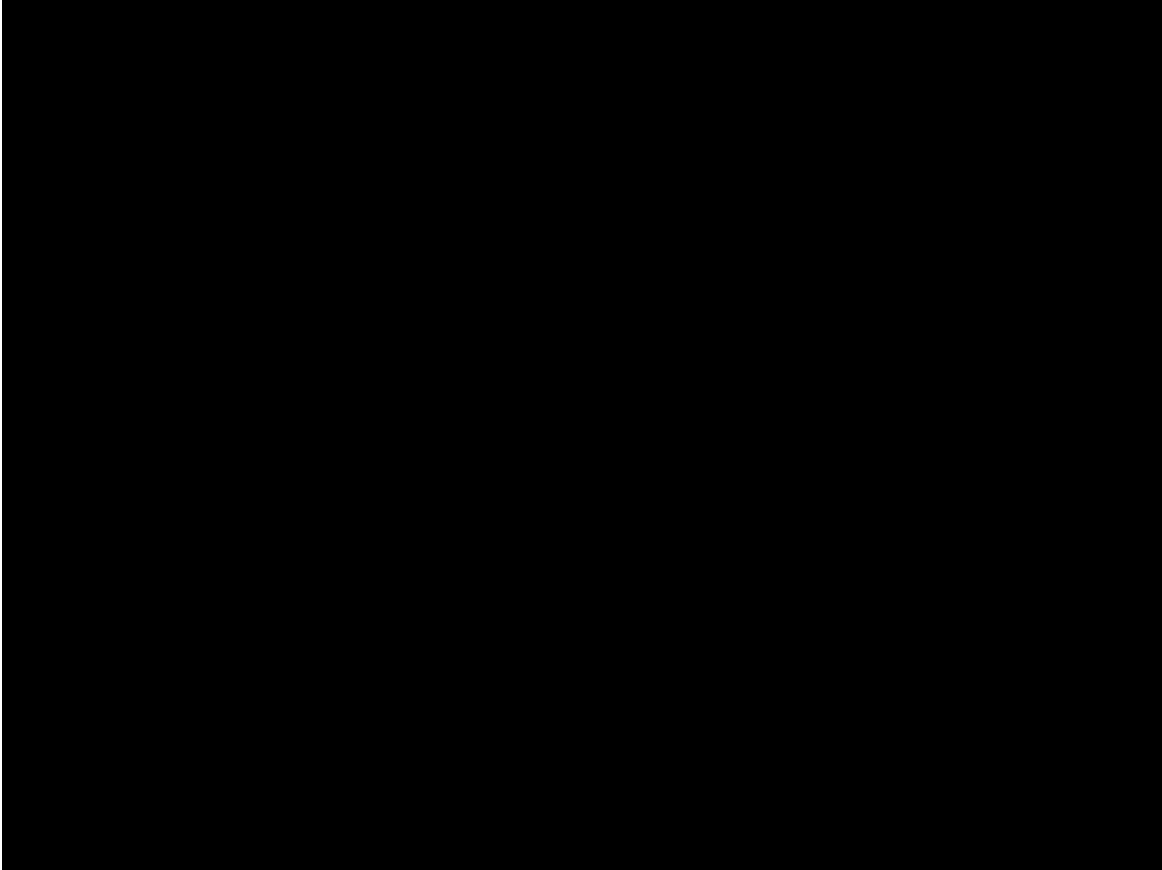
Cultures around the world are very different with each other, especially when it comes in values on how they prioritize their families and children.

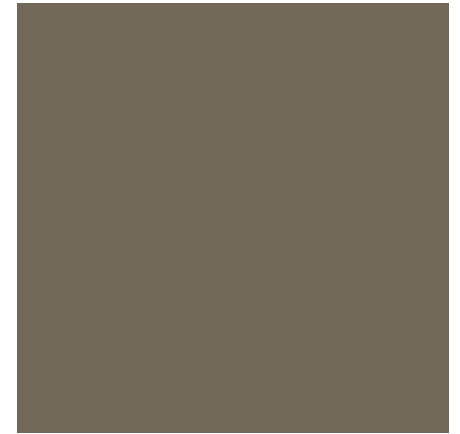
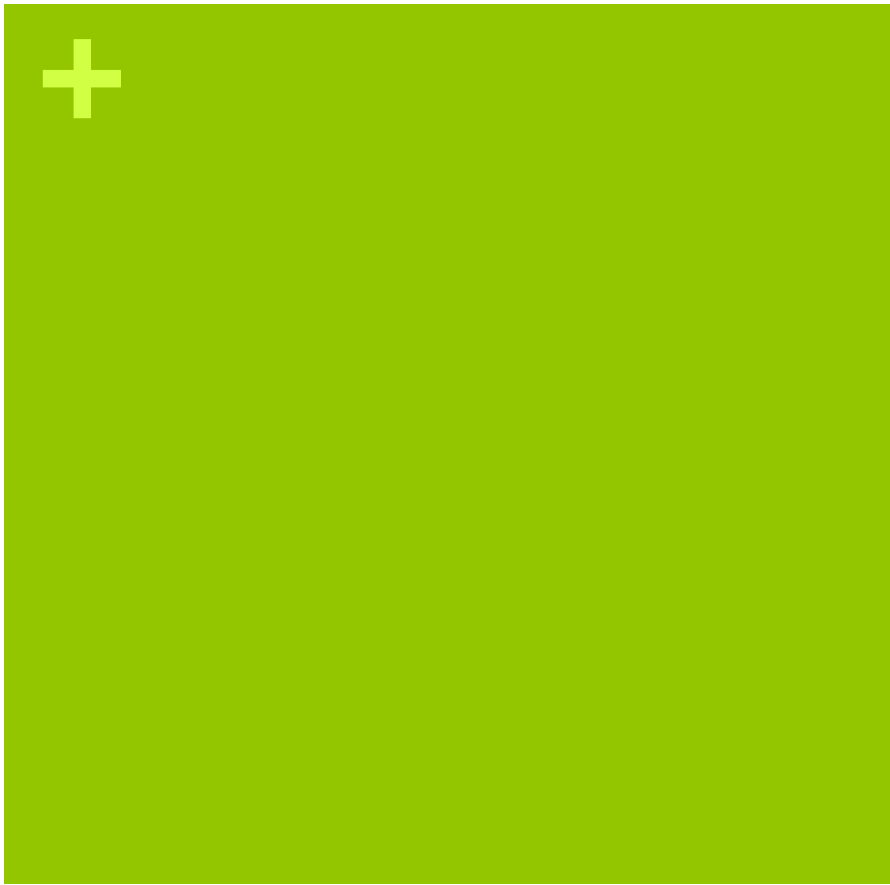
HEALTH

The value of health is reflected in the popularity of foods that are low in fat, calories, carbohydrates, salt, sugar, or cholesterol.

HOME

It is the "command central" and a place where the family coordinates activities and pool resources before they go to the outside world.

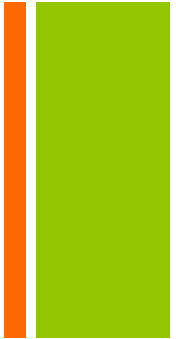




PERSONALITY

+ PERSONALITY IS...

- An **internal characteristic that determines how individuals behave in various situations**. Consumers vary in terms of their personality or the way in which they respond to a particular situation.
- Personality consists of the **distinctive patterns of behaviors, tendencies, qualities, or personal dispositions** that make one individual different from another and lead to a consistent response to environmental stimuli. These patterns are *internal characteristics that we are born with or that result from the way we have been raised*.





+ RESEARCH APPROACHES TO PERSONALITY



Psychoanalytic Approaches

Personality arises from a set of dynamic, unconscious internal struggles within the mind.

- Psychoanalyst Sigmund Freud proposed several developmental stages in forming our personalities;
 - **Oral stage**- the infant is entirely dependent on others for need satisfaction and receives oral gratification from sucking, eating, and biting.
 - **Anal stage**- the child is confronted with the problem of toilet training.
 - **Phallic stage**- the youth becomes aware of his or her genitals and must deal with desires for the opposite-sex parent.
- Freud believed that the failure to resolve the conflicts from each stage could influence one's personality.





Trait Theories

Trait theorists propose that personality is composed of characteristics that describe and differentiate individuals.

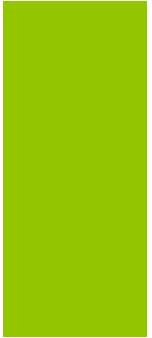
- Psychologist Carl Jung developed one of the most basic trait theory schemes, suggesting that individuals could be categorized according to their levels of introversion and extroversion.

Introverts are shy, prefer to be alone, and are anxious in the presence of others.

Extroverts are outgoing, sociable, and typically conventional.

▪

- **Five major personality traits** (the “Big 5”):
 - Agreeableness
 - Conscientiousness
 - Emotional stability
 - Openness
 - Extraversion





Phenomenological Approaches

Phenomenological approaches propose that personality is largely shaped by an individual's interpretations of life events.

- **Locus of control**, or people's interpretations of why specific things happen.
 - **Internal locus of control** attribute more responsibility to themselves for good or bad outcomes, so they might blame themselves or see them as having been careless when a product fails.
 - **Externally controlled** individuals place responsibility on other people, events, or places rather than on themselves.

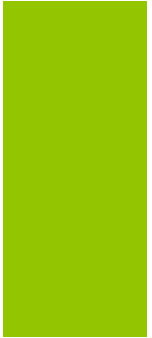




Social-Psychological Theories

Focuses on social rather than biological explanations of personality, proposing that individuals act in social situations to meet their needs.

- The researcher **Karen Horney**, for instance, believed that behavior could be characterized by three major orientations.
 - **Three major orientations**
 - **Compliant** individuals are dependent on others and are humble, trusting, and tied to a group.
 - **Aggressive** individuals need power, move away from others, and are outgoing, assertive, self-confident, and tough-minded.
 - **Detached** individuals are independent and self-sufficient but suspicious and introverted.
- **State-oriented consumers**, who are more likely to rely on subjective norms to guide their behavior.
- **Action-oriented consumers**, whose behavior is based more on their own attitudes.



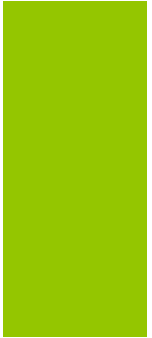
**+ DETERMINING WHETHER
PERSONALITY CHARACTERISTICS
AFFECT CONSUMER BEHAVIOUR**



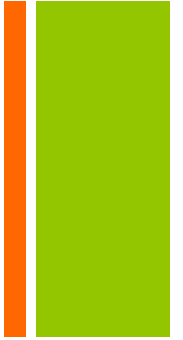
Optimal Stimulation Level

Optimal stimulation level (OSL) Theory, people prefer things that are moderately arousing to things that are either too arousing or not arousing at all.

- **Individuals with a low optimal stimulation level** tend to prefer less arousing activities because they want to avoid going over the edge.
- **Individuals with a high optimal stimulation level** are more likely to seek activities that are very exciting, novel, complex, and different.



+ Dogmatism

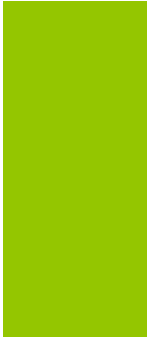


- Dogmatism refers to an individual's tendency to be resistant to change and new ideas.
- Dogmatic, or closed-minded, consumers are relatively resistant to new products, new promotions, and new ads.
- The study also found that Muslims were more dogmatic than Christians.

+ Need for Uniqueness

Consumers who pursue novelty through the purchase, use, and disposition of goods and services are displaying a need for uniqueness (NFU).

- **A need for uniqueness covers three behavioral dimensions:**
 - **Creative choice counter conformity-** the consumer's choice reflects social distinctiveness yet is one that others will approve of.
 - **Unpopular choice counter conformity-** choosing products and brands that do not conform to establish distinctiveness despite possible social disapproval.
 - **Avoidance of similarity-** losing interest in possessions that become commonplace to avoid the norm and hence reestablish distinctiveness.



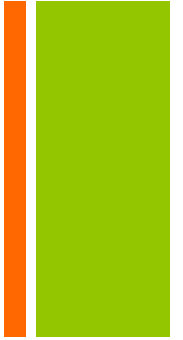


Creativity

- “A departure from conventional consumption practice in a novel and functional way.”

Need for Cognition

- Consumers who enjoy thinking extensively about things like products, attributes, and benefits are high in the need for cognition (NFC).

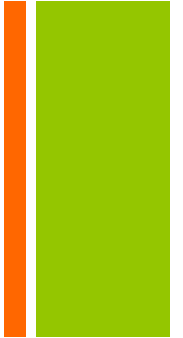


+ Susceptibility to Influence



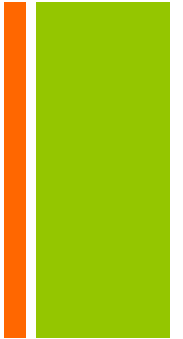
- Consumers also vary in their susceptibility to persuasion attempts, especially those that are interpersonal or face-to-face.
- Consumers with lower social and information processing confidence tend to be more influenced by ads than are those with higher self-confidence.

+ Frugality



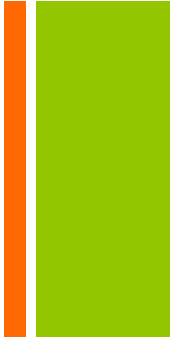
- Frugality is the degree to which consumers take a disciplined approach to short-term acquisitions and are resourceful in using products and services to achieve longer-term goals.
- Such consumers are less materialistic, less susceptible to the influence of others, and more conscious of price and value.

+ Self-Monitoring Behavior



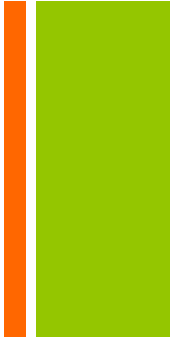
- **High self-monitors** are typically sensitive to the desires and influences of others as guides to behavior
 - Are more responsive to image-oriented ads and more willing to try and pay more for products advertised with an image consistent with high self-monitoring.
- **Low self-monitors** are guided more by their own preferences and desires and are less influenced by normative expectations.
 - Are generally more responsive to ads that make a quality claim and are more willing to try these products and pay extra for them.

+ National Character

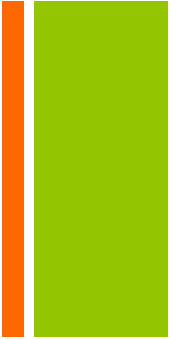


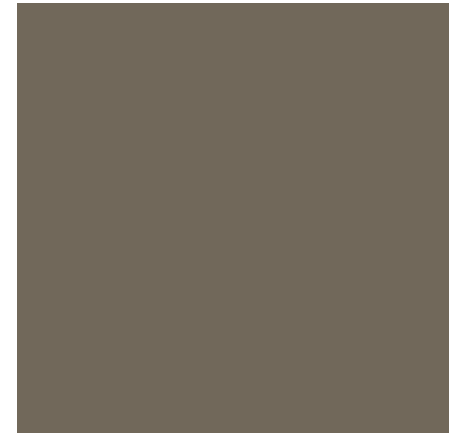
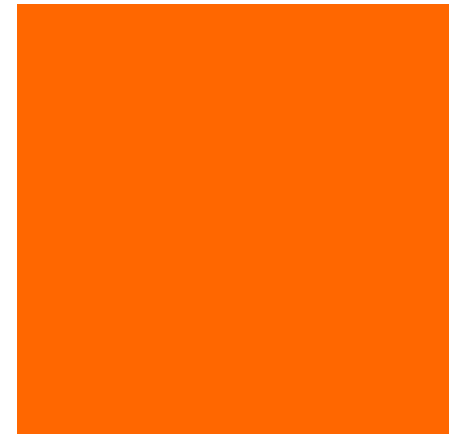
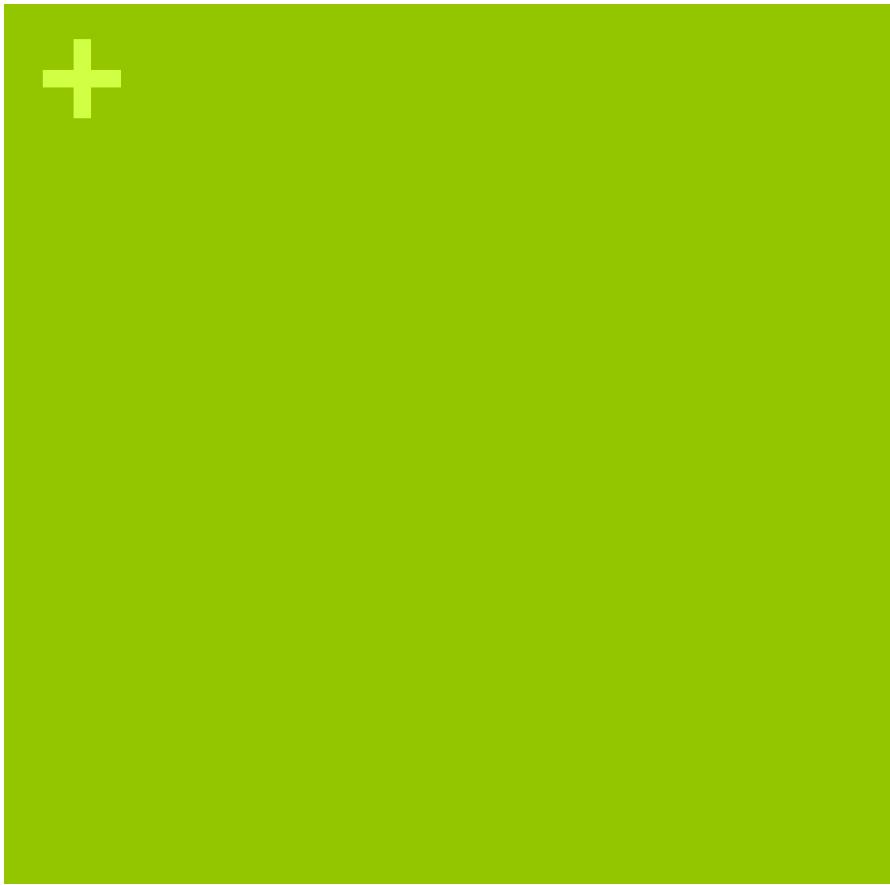
- Personality traits can sometimes be used to stereotype people of a particular country as having a national character.
- These characterizations represent only very broad generalizations about a particular country; obviously, individuals vary a great deal.

+ Competitiveness



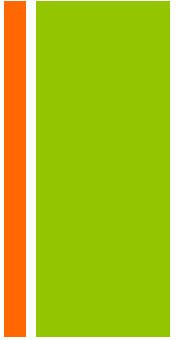
- The desire to outdo others through conspicuous consumption of material items.
- It also plays a role in consumers' wanting to do better than others in a direct way (through a sport or by gambling, for instance) or an indirect way (such as when watching a sporting event).



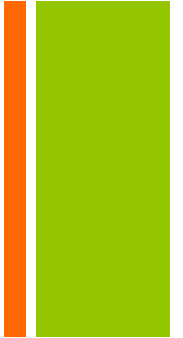


LIFESTYLES

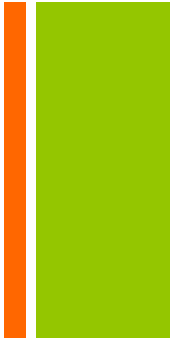
+ LIFESTYLE...



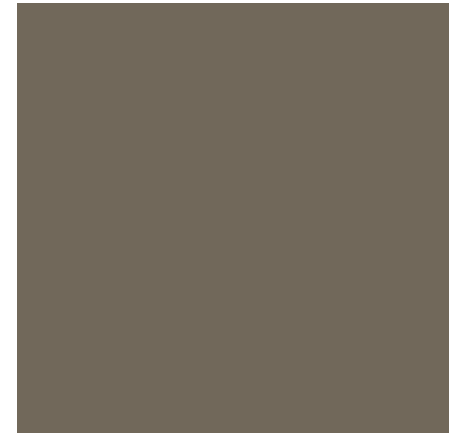
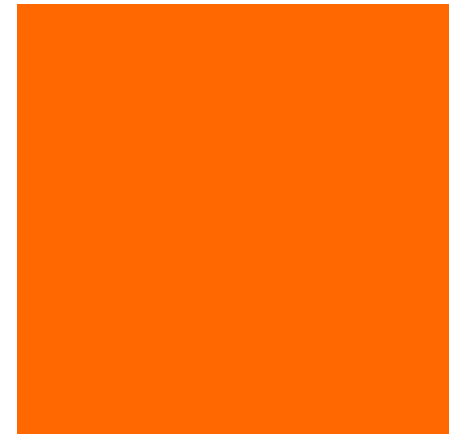
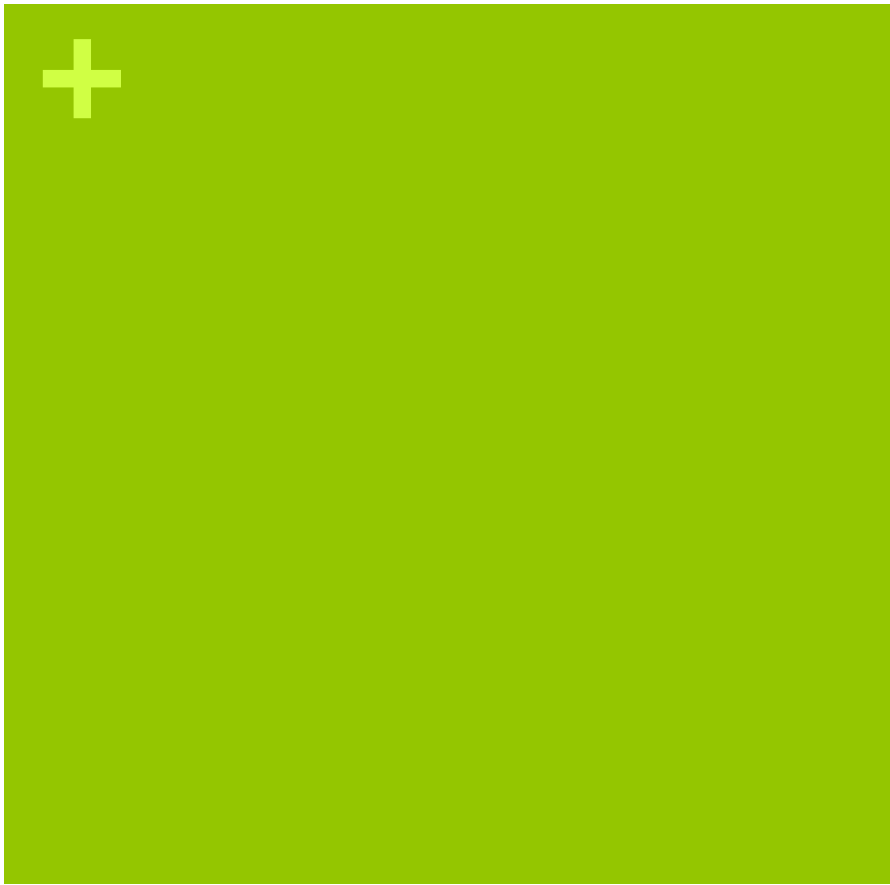
- Lifestyle is an important implication for market segmentation because it is one way to determine what the consumers are inclined to, for **new product ideas**.
- **Media usage patterns** may be related to lifestyles.
- Marketers can determine and develop new products and service ideas that consumers need by their **lifestyle segments**.
- In market segmentation they use the consumer's lifestyles to **determine the right and specific product for the consumers**.
- Marketers can design ad messages and promotions that appeals to the different lifestyle of the consumers.



- ***Lifestyle segmentation has important cross cultural implications.*** A study of 12 European countries used demographics, activities, media behavior, political inclinations, and mood to identify Eurotype lifestyle segments: Traditionalists (18%), Homebodies (14%), Rationalists (23%), Pleasurists (17%), Strivers (15%), and Trendsetter (13%).
Marketers often monitor lifestyle changes to identify new opportunities.



Based on hundreds of stories.



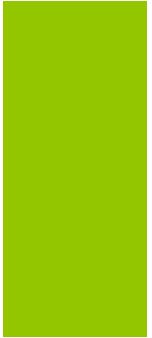
VALS

Values and Lifestyles Survey



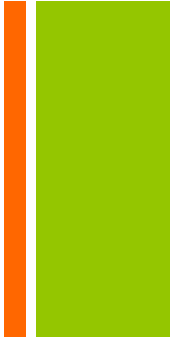
Values and Lifestyles Survey

By SRI Consulting Business Intelligence



- Analyzes US Consumers based on:
 1. **Resources** (income, education, self-confidence, health, eagerness to buy, intelligence, and energy-level)
 2. **Primary motivation** (guided by ideas)

- Based on these two, VALS identified 8 consumer segments (lowest-highest):
 - **Survivors** - focus on survival, no primary motivation
 - **Belivers** - conservative, motivated by ideals, modest resources, prefer established products
 - **Thinkers** - more resources, value- oriented in consumption practices
 - **Strivers** - limited income yet strive to be like successful people
 - **Achievers** - higher incomes, focused on work, family and prefer status symbol products
 - **Makers** - Self-sufficient, buy basic products and focus on work family and constructive activities
 - **Experiencers** - more resources than Makers, stay active, seek stimulation and spend money on socializing and entertainment
 - **Innovators** - highest resource base, plenty of self confidence, high income and education



- Other psychographic tools:
- **LifeMatrix**: examines personal values, lifestyles and life stages and segments into 10 basic categories
- **Yankelovich MindBase**: Segmentation system with eight broad segments and 24 subsegments. Based on attitudes, life-stage data, gender, age, etc.

