

## Chapter 6 - Personality, Lifestyles, and The Self-Concept

**Q1.** What is Personality? How is the Psychoanalytic Approach to Personality applicable? – What are the steps?

*Personality* is defined as the totality of thoughts, emotions, intentions, and behaviors that is consistently displayed by individuals as they adapt to their environment. The distinct qualities of personality are as follows:

- Personality is unique to an individual - Consumers differ in their personalities, although some characteristics may be shared across individuals.
- Personality can be conceptualized as a combination of specific traits or characteristics. An individual's overall personality is a combination of many stable characteristics, or traits.
- Personality traits are relatively stable and interact with situations to influence behavior - Personality traits are expected to remain consistent across situations. The combined influence of situations and traits plays a large role in influencing specific behaviors.
- Specific behaviors can vary across time - If a consumer is known to have a particular trait, it does not necessarily predict the consumer's behavior. Hence, personality researchers often advocate an aggregation approach in which the measurement of specific behaviors occurs over time rather.

*Psychoanalytic Approach to Personality:*

The psychoanalytic approach is applicable to both motivation and personality inquiry. Also known as Freud's approach, this approach states that human behavior is influenced by an inner struggle between various systems within the personality. The psychoanalytic approach consists of three main components:

- *Id* - Focuses on pleasure-seeking and immediate gratification. It operates on a *pleasure principle* that motivates a person to focus on increasing pleasure and decreasing pain. It focuses on hedonic value.
- *Superego* - Works against the id. It encourages behavior that agrees with the societal norms and expectations. It can be conceptualized as being similar to a consumer's conscience.
- *Ego* - Attempts to balance the desires of the id with the constraints of and expectations found in the superego. It operates on the *reality principle*.

**Q2.** What are Lifestyles? How can a consumer lifestyle be measured?

*Lifestyles:* Lifestyles refer to the ways in which consumers live and spend their time and money.

- They may be context-specific personality traits.
- They emerge from the influence of culture, groups, and individual processes, including - personality.
- They vary considerably across cultures.
- They influence purchase behaviours.
- They are an important manifestation of social stratification.

# **Consumer Behavior Study Guide**

**Kaye Sung Chon, Abraham Pizam, Yoel  
Mansfeld**



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Consumer Psychology: A Study Guide to Qualitative Research Methods Paul M.W. Hackett, Jessica Schwarzenbach, Uta Maria Jürgens, 2016-04-18 This book provides students with a clear and concise guide to studying undergraduate courses in qualitative consumer research and ethnography The authors present the major qualitative research approaches used in consumer and marketing research as well as practical procedures and theoretical aspects of research design report presentation etc In addition to that a weekly study guide including comprehensive reading lists completes the book

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