

# Using Personality as a trait for Sales Promotion

Dr Harish Handa

Associate Professor Shaheed Bhagat Singh College

Delhi University

Formerly Lecturer Massey University New Zealand.

*Abstract: Consumer behavior in the advanced environment of internet and social media is a new phenomenon. The determinants which used to dominate has a trivial importance now a days. The online shopping which gives a vast variety and easy return has changed the shopping habits of young generation. With the increased education level and accessibility of media even in remote parts of world has changed the concept of personality. At the same time marketers have also gone smart and they have devised new tools to access the consumer behavior. The present article is an attempt to analyze the Personality in the changing environment to use it as a sales promotion tool.*

The major problem in attempting to define personality is the vast array of perspective that exist e.g. an anatomist thinks of personality in a quite different than a psychologist and a philosopher has a different notion of personality. For our present purpose preference will be given to the psychological definition, on the ground that it seems to be the most valid and comprehensive. However, personality is a complex subject. Although all person differ in personality structure, it is still possible to examine the basis dimension of human personality in order to develop a better understanding of how people think and behave. In the casual usage personality has a good connotation, to have personality is not a bad thing. The truth, however, is that personality has broader and deeper connotation than its popular usage would indicate. One author says that personality is a summation of the whole person. It focuses on the internal self. Another definition of the personality focuses on differences “personality refers to all characteristics which make one individual different from another.

Just so there can be no misunderstanding about the term we want to make clear, what personality is not. It is increasingly recognized that personality is a social product. The way a person tell and thinks, acts and talks as even what the person dreams or wishes results from a person experiences with other persons. Gordon Allport defines as Personality helps individuals to cope with the outer world and the stimulus comes from within. It will be observed that Allport not only links personality to behavior, he also recognizes that covert or inward elements which can't be observed may contribute importantly to personality. Furthermore he captures an extremely important element of personality very succinctly when he speaks of his unique adjustment. It may be worthwhile, in the interest of balances, to digress briefly from the psychological aspect of personality. If personality is everything that differentiates one person from other, physiological characteristics should also be considered. Furthermore, even if two person were identical at birth, how long would he remain identical? Personality is not solely a function of genetic structure. External forces as well as heredity help to shape it. From what has been said, it is quite clear that personality means individuality in the sense that not two person have identical personality.

It was left to ‘Sigmund Freud’ at the beginning of the 20<sup>th</sup> century to develop a view of personality which was to become a major contribution to psychological thought. Freud pointed out that personality is controlled by the ‘psyche’ (mind) which exist on three levels called id, ego and superego.

**Id:** - is the unconscious part of the psyche from which institutional impulses and demand for the satisfaction of primitive need arise. The demands of the Id are unlimited. A new born child is practically all id since it has not learned conscious behavior. However, man can express these basic impulses, this animalistic nature in society, he would quickly run afoul of its rules, morals, regulations and values.

**Super ego:** - is mostly unconscious, though partly conscious. It develops out of the ego through a process of internalization and interaction of influences and disciplinary action of parent especially, but also other authority figure. Thus super ego is the person's moral law that directly guide his behavior and keep him in the line with the rule of society.

In the life time several member of Freud's critics was of the view that it's not the libido rather the personality trait is important in driving the behavior of the individual. they gave an example that people want to be perfect, they want others to see them in perfection. Alfred Adler, Karen Horney and many others stressed that superiority complex drives their behavior and it's the anxiety and fears imposed in childhood are vanished once the complex of superiority comes. People in young age take decisions which are risky. This is an important point which the marketer can use to sell their product.

Although the neo Freudian have had little influence, one does see a number of advertisements indicating how use of a deodorant soap or a tooth paste reduces the feeling of inferiority and creates confidence or how loneliness can be minimized. By the use of hair sprays, dyes or Playtex bras.

Compliant orientations: - This type of people is very active and they become the part of the activity's others are doing. They want appreciation for the work they have done and creates a fellowship with the people. Marketers should be very careful in dealing with this type of people as if the leader buys the product the whole group will follow the same. Marketers strategies will be designed d very carefully to promote the group product. Many tie student leaders are chosen to initiate the product. Once popular the group itself is a soft target.

Aggressive orientation: - This class of people are competitors of most of the individuals in the society. They wish to be superior and for this they can go to any extent. They need power and power comes from many things. From clothes to expensive cars and good house with modern fittings and so on. Marketers consider them easy target to sell their product as its slightly easy to target them. They make the feel that their product is superior and not for ordinary people. Gucci shirts and Dolce and Gabbana after shave lotion which fall in this category. Armani perfume expensive sunglasses are sold to these types of people.

Detached Orientations: - They are generally so-called middle-income group and service class people. Here it does not mean that in other classes this type of people are not there rather they are mostly found in middle class. They are the people who keep distance from other and believe in hard work and intelligence. They have expertise and they are self sufficient people. They have good reason for their arguments and have solid base for their behavior. Marketers can use this trait for the product which have quality and less price. Because at the time of buying they will evaluate all their features and compare price with the other product. They don't buy for showoff rather they buy for consumption. Adding gift coupon with the product is a good strategy.

It has been pointed out that personality is a complex subject, but one way to deal with its complexity is to break the totality of personality down into simpler constructs. The personality trait is one of the simpler construct of personality. In the simpler form trent theory is based on the idea that people have power or quality that are located in the mind and these power determine behavior. Trent acted as regulators and person with similar traits were believed to behave in a similar fashion.

Just as what degree of influences Trent and factor theories have had on consumer behavior emerged well perhaps in a study by Evans in 1959. Prior to that time the contention was 'ford' owner were presumed to be impulsive masculine and self-confident while Chevrolet' owner were described as conservative thrifty, prestige conscious and along with 'Plymouth' owner more feminine. In decide to relate folks 'type', one alternative thought the social character compartmentalization of David Riesman, has junction rectifier to various studies. In brief, according to Riesman individuals based on their social character generally may be divided in to three styles.

Tradition direction: - Here the family is the most influential in the buying decision and the family values are given the highest importance. All marketing decisions are discussed in the family first before buying. From TV to air condition or washing machine to microwave. The various advertisement where a family is shown are directed towards this type of people. Marketers can use this trait to promote their product.

Inner Direction: - Mostly found overseas in Europe and USA and in western world. Independence is the basic trait. Taking decision at their own and value for education career and management of fund themselves. Even that goes up to marriage of their own choice without the influence of family. Marketers use it as an opportunity to sell their product with a feeling of confidence. Small house or independent bungalow. Couple friendly product

typically cars and hotels are the soft target for these people. In India also in the last ten years this type of people are increasing. They have resources and can spend more on goods and services. People in private sector with high income fall in this category. Maintain status is the prime importance for this type of people.

The opposite Directed: - Social quality individuals fall in this category. What the society will think about their behavior and so on. Highly educated and try to achieve the maximum in their life is the goal. Marketers sell them the product slightly above the main stream so that the feeling of superiority can be instilled in them. It does not mean they believe in show off rather they believe in themselves to be part of the society. They believe in accomplishment of the targets set by the society. Advertisement directed towards society and responsibility are popular among them. Flat in society attracts them rather than a bungalow or floor in private colony.

It can be seen however, the discrepancy between the promise of personality theory and findings of researcher. This is due to the assumptions, which leads to several fallacies like attribute dominance- a person may be shy but have a strong urge to excel or a person may be aggressive and dislike conflict, but be highly sociable, or attribute consistency the notion that if a person is dominant in all situation but a man may be Tiger at the office but meek as a lamb when with the 'little women'. Thirdly there is fallacy of time consistency- that a person who is shy and intimidated by clerks tend to become more aggressive as his income increases over time.

In conclusion it can be said, that personality attributes whether traits or type are just one variable of human nature. The environment, needs, motives, perception and attitudes also enter into. A shy person may turn aggressive when his kids are hungry and he is out of work. A sociable person may become belligerent if a sales clerk ignore him or is discourteous. The intelligent marketer would study the particular segment of group with similar traits and define its marketing strategy accordingly. In many segments people buy the product even if they don't have need e.g. ladies buying clothes in sale. Cantabil is Sales Brand where one gets up to 80% off all the year around. Marketer should avoid becoming a brand like this rather Zodiac has sale in August only. Here the personality traits become significant. In nutshell in changing environment this trait has significant bearing on consumer behavior.

