

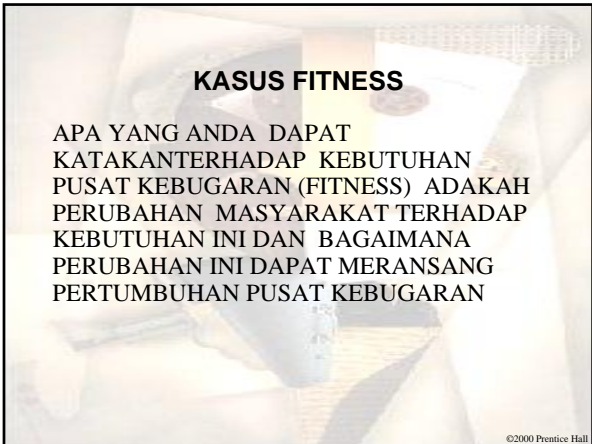


<p>APA YANG DIMAKSUD KEPRIBADIAN</p>	<p>Karakteristik psikologi internal konsumen yang menentukan dan merefleksikan bagaimana seseorang tanggap terhadap lingkungannya.</p> <p><small>©2000 Prentice Hall</small></p>
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<p>SIFAT KEPRIBADIAN</p> <ul style="list-style-type: none">• Kepribadian mereflekskan perbedaan individu• Bertahan lama dan konsisten.• Dapat berubah  <p><small>©2000 Prentice Hall</small></p>
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KASUS FITNESS

APA YANG ANDA DAPAT KATAKAN TERHADAP KEBUTUHAN PUSAT KEBUGARAN (FITNESS) ADAKAH PERUBAHAN MASYARAKAT TERHADAP KEBUTUHAN INI DAN BAGAIMANA PERUBAHAN INI DAPAT MERANSANG PERTUMBUHAN PUSAT KEBUGARAN



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TEORIK EPRIBADIAN

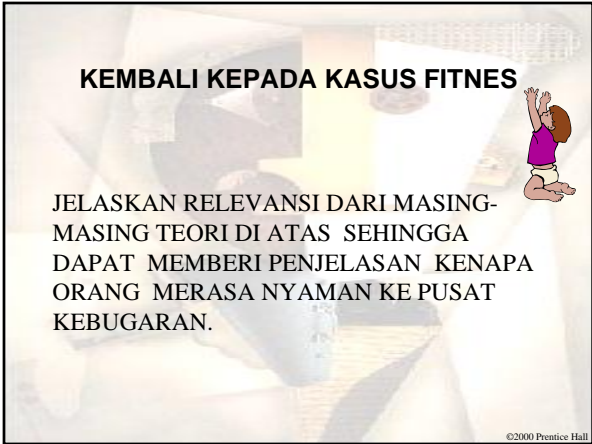

- Freudian theory
 - Kebutuhan atau dorongan yg tidak disadari menjadi motivasi manusia.
- Neo-Freudian personality theory
 - Hubungan sosial yang menjadi dasar pembentukan kepribadian.
 - Trait theory (Atribut)
 - Pendekatan kuantitatif yg menunjukkan bahwa perilaku ditentukan oleh sekumpulan atribut psikologis.



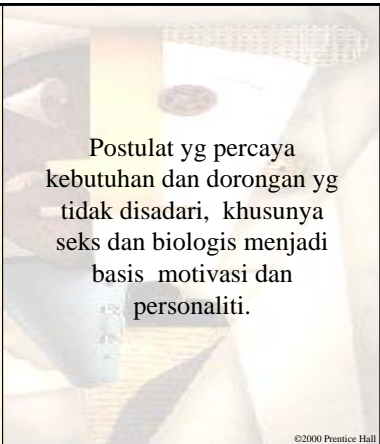
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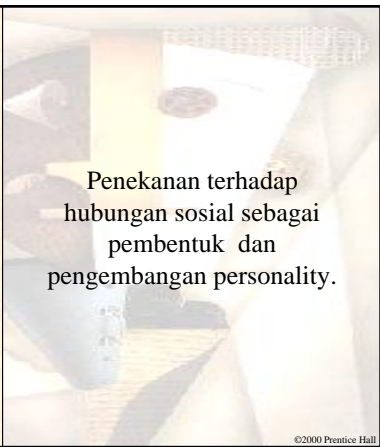
KEMBALI KEPADA KASUS FITNESS

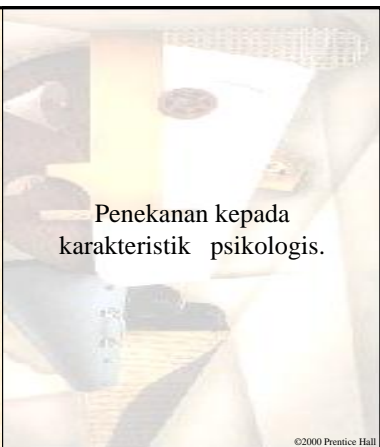
JELASKAN RELEVANSI DARI Masing-masing teori di atas sehingga dapat memberi penjelasan kenapa orang merasa nyaman ke pusat kebugaran.



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<p>Freudian Psychoanalytic Theory</p>	<p>Postulat yg percaya kebutuhan dan dorongan yg tidak disadari, khususnya seks dan biologis menjadi basis motivasi dan personaliti.</p>  <p><small>©2000 Prentice Hall</small></p>
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<p>Neo-Freudian Personality Theory</p>	<p>Penekanan terhadap hubungan sosial sebagai pembentuk dan pengembangan personality.</p>  <p><small>©2000 Prentice Hall</small></p>
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<p>Trait Theory</p>	<p>Penekanan kepada karakteristik psikologis.</p>  <p><small>©2000 Prentice Hall</small></p>
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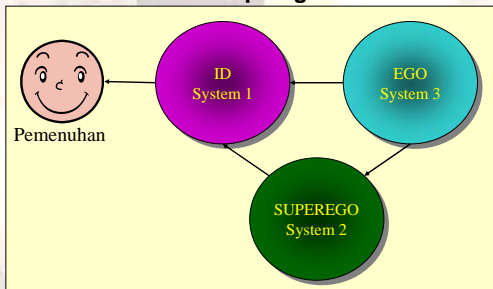


Freudian Theory

- Id
 - Insting mencari kepuasan sesegera mungkin.
- Superego
 - Ekspresi sosial individu yg membentuk etika dan aturan (conduct).
- Ego
 - Pengendalian sadar individu yg menyeimbangkan id dan superego.

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Figure 5.2 A Representation of the Interrelationships among the Id, Ego, and Superego



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Freudian Theory and "Product Personality"


- Penelitian konsumen digunakan untuk mengamati bahwa perilaku konsumen membeli produk sebagai refleksi dan kelanjutan dari kepribadian mereka.



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Horney's CAD Theory

- Menggunakan hubungan antar orang tua dan anak, individu dapat diklasifikasikan:
- Compliant individuals
 - Aggressive individuals
 - Detached individuals



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**Compliant
Personality**


Karen Horney: Orang yg ingin disayangi atau dihargai oleh orang lain.



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**Aggressive
Personality**

Karen Horney: Orang yg lebih bergerak berlawanan terhadap orang lain (e.g., bersaing dengan yang lain).



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Detached Personality

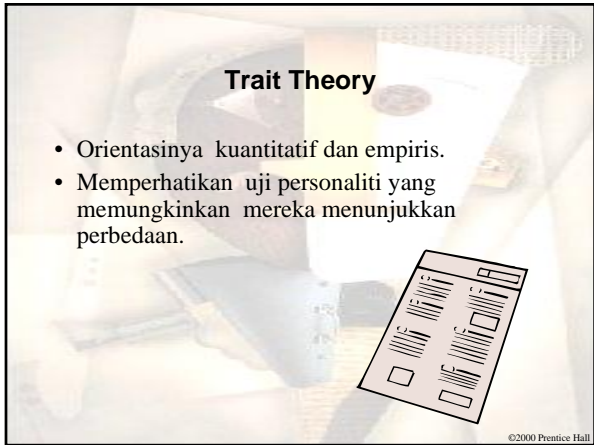
Karen Horney. Bergerak jauh dari yang lain (e.g., who desires independence, self-sufficiency, and freedom from obligations).



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Trait Theory


- Orientasinya kuantitatif dan empiris.
- Memperhatikan uji personaliti yang memungkinkan mereka menunjukkan perbedaan.



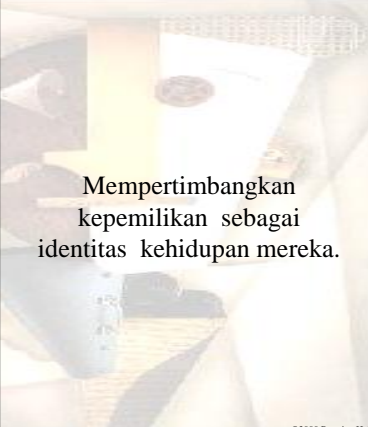
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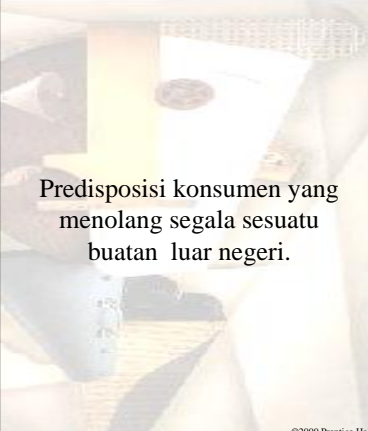
Consumer Innovativeness


Derajat penerimaan konsumen terhadap produk , jasa atau praktik baru.



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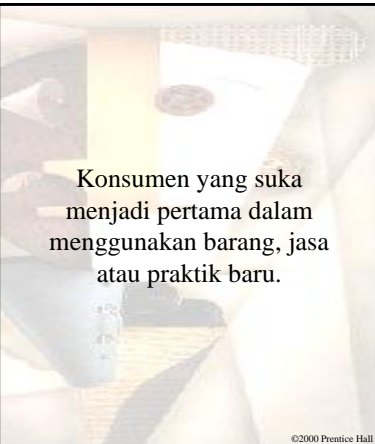
<p>Consumer Materialism</p>	 <p>Mempertimbangkan kepemilikan sebagai identitas kehidupan mereka.</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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<p>Consumer Ethnocentrism</p>	 <p>Predisposisi konsumen yang menolng segala sesuatu buatan luar negeri.</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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<p>Personality and Consumer Diversity</p>	
	<ul style="list-style-type: none"> • Beberapa Karakteristik Konsumen yang digunakan pemasar: <ul style="list-style-type: none"> – Consumer Innovativeness – Cognitive Personality Factors – Consumer Materialism, Fixated Consumption Behavior, and Compulsive Consumption – Consumer Ethnocentrism <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>

Consumer Innovators

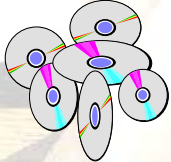
Konsumen yang suka menjadi pertama dalam menggunakan barang, jasa atau praktik baru.



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Perbedaan Innovators Dengan Non-Innovators

- Beberapa Karakteristik yang Digunakan
 - Consumer Innovativeness
 - Dogmatism
 - Social character
 - Optimum stimulation level
 - Variety-novelty seeking



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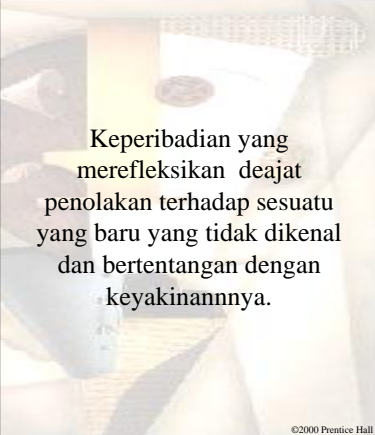
Table 5.1 Inovasi Konsumen dapat Didekati dengan Skala

In general, I am among the last in my circle of friends to buy a new (rock album^a) when it appears.^b
 If I heard that a (new rock album) was available in the store, I would be interested enough to buy it.
 Compared to my friends, I own few (rock albums).^b
 In general, I am the last in my circle of friends to know the (titles of the latest rock albums).^b
 I will buy a new(rock album), even if I haven't heard it yet.
 I know the names of (new rock acts) before other people do.


Note: Measured on a 5-point "agreement" scale.
^aThe product category and related wording is altered to fit the purpose of the researcher.
^bItems with a (b) are negatively worded and are scored inversely.

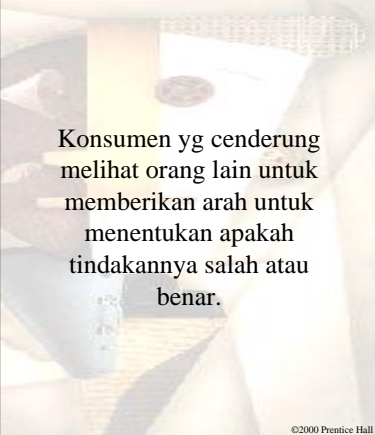
Source: Ronald E. Goldsmith and Charles F. Hofacker, "Measuring Consumer Innovativeness," *Journal of the Academy of Marketing Science* 19 (1991), 212. Copyright © 1991 Academy of Marketing Science.


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Dogmatism	 <p>Keperibadian yang merefleksikan deajat penolakan terhadap sesuatu yang baru yang tidak dikenal dan bertentangan dengan keyakinannya.</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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<p style="text-align: center;">Dogmatism</p> <ul style="list-style-type: none"> • Consumers low in dogmatism (<i>open-minded</i>): menjadikan produk baru sebagai alternatif kebutuhan mereka. • Highly dogmatic consumers: menjadikan iklan sebagai pertimbangan bila datang dari oerang yang mempunyai wewenang. <div style="text-align: right;">  <p style="font-size: x-small;">©2000 Prentice Hall</p> </div>	
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Inner-Directed Consumers	 <p>Konsumen yg cenderung menggunakan nilai ataupun standar “dalam” untuk mengevaluasi produk ataupun jasa baru untuk menjadi konsumen inovatif.</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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<p>Other-Directed Consumers</p>	 <p>Konsumen yg cenderung melihat orang lain untuk memberikan arah untuk menentukan apakah tindakannya salah atau benar.</p> <p style="font-size: small; text-align: right;">©2000 Prentice Hall</p>
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<p>Social Character</p> <ul style="list-style-type: none"> • Inner directed. Orang yg lebih menekankan kepada iklan yg fokus kepada fitur produk yg memberi manfaat pribadi. • Other-directed: menekankan kepada penerimaan sosial dan lainnya untuk menentukan apakah menerima atau menolak produk baru.  <p style="font-size: small; text-align: right;">©2000 Prentice Hall</p>
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<p>Optimum Stimulation Levels (OSL)</p>	 <p>Karakteristik yg mengukur tingkat pemenuhan individu. High OSL cenderung menerima risiko dibanding dg tipe lainnya.</p> <p style="font-size: small; text-align: right;">©2000 Prentice Hall</p>
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**Variety-
Novelty
Seeking**

Mirip dengan OSL,
mengukur derajat variasi
pencarian konsumen.




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Forms of Variety-Novelty Seeking

Perilaku
Pembelian
mengeksplorasi

Menggunakan
Temuan


Eksplorasi
yang kuat

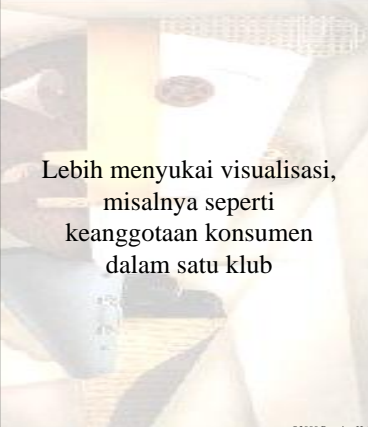
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Cognitive Personality Factors



- Need for cognition
 - Orang yang menikmati berfikir.
- Visualizers versus verbalizers
 - Orang yang suka disajikan secara verbal ataupun visual




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Visualizers	 <p style="text-align: center;">Lebih menyukai visualisasi, misalnya seperti keanggotaan konsumen dalam satu klub</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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Verbalizers	 <p style="text-align: center;">Lebih menyukai penyampaian verbal</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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 	<p>Need for Cognition (NC)</p> <ul style="list-style-type: none"> • Consumers <i>high</i> in NC are more likely to respond to as rich in product-related information or description • Consumers <i>low</i> in NC are more likely to be attracted to background or peripheral aspects of an ad <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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From Consumer Materialism to Compulsive Consumption

- Consumer materialism
 - The extent to which a person is considered “materialistic”
- Fixed consumption behavior
 - Consumers fixated on certain products or categories of products
- Compulsive consumption behavior
 - “Addicted” or “out-of-control” consumers



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Materialistic People

- Value acquiring and showing-off possessions
- Are particularly self-centered and selfish
- Seek lifestyles full of possessions
- Have many possessions that do not lead to greater happiness



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Table 5.2 Sample Items from a Materialism Scale

SUCCESS

The things I own say a lot about how well I'm doing in life.
 I don't place much emphasis on the amount of material objects people own as a sign of success.^a
 I like to own things that impress people.

CENTRALITY


I enjoy spending money on things that aren't practical.
 I try to keep my life simple, as far as possessions are concerned.^a
 Buying things gives me a lot of pleasure.

HAPPINESS

I'd be happier if I could afford to buy more things.
 I have all the things I really need to enjoy life.^a
 It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.

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Fixated Consumers



- Have a deep interest in a particular object or product category
- Have a willingness to go to considerable lengths to secure items in the category of interest
- Have the dedication of a considerable amount of discretionary time and money to searching out the product

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Compulsive Consumption

Consumers who are compulsive buyers have an addiction; in some respects, they are out of control and their actions may have damaging consequences to them and to those around them.

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Table 5.3 Sample Items from Scales to Measure Compulsive Buying

<p><i>VALENCE, D'ASTOUS, AD FORTIER COMPULSIVE BUYING SCALE</i></p> <ol style="list-style-type: none"> 1. When I have money, I cannot help but spend part or the whole of it. 2. I am often impulsive in my buying behavior. 3. As soon as I enter a shopping center, I have an irresistible urge to go into a shop to buy something. 4. I am one of those people who often responds to direct mail offers. 5. I have often bought a product that I did not need, while knowing I had very little money left.
<p><i>FABER AND O'GUINN COMPULSIVE BUYING SCALE</i></p> <ol style="list-style-type: none"> 1. If I have any money left at the end of the pay period, I just have to spend it. 2. I felt others would be horrified if they know my spending habits. 3. I have bought things though I couldn't afford them. 4. I wrote a check when I knew I didn't have enough money in the bank to cover it. 5. I bought something in order to make myself feel better.

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Consumer Ethnocentrism



- Ethnocentric consumers feel it is wrong to purchase foreign-made products
- They can be targeted by stressing nationalistic themes

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Table 5.4 The Consumer Ethnocentrism Scale-CETSCALE

1. American people should always buy American-made products instead of imports.
2. Only those products that are unavailable in the U.S. should be imported.
3. Buy American-made products. Keep America working.
4. American products, first, last, and foremost.
5. Purchasing foreign-made products is un-American.
6. It is not right to purchase foreign products, because it puts Americans out of jobs.
7. A real American should always buy American-made products.
8. We should purchase products manufactured in America instead of letting other countries get rich off us.
9. It is always best to purchase American products.

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Table 5.4 continued

10. There should be very little trading or purchasing of goods from other countries unless out of necessity.
11. Americans should not buy foreign products, because this hurts American business and causes unemployment.
12. Curbs should be put on all imports.
13. It may cost me in the long run but I prefer to support American products.
14. Foreigners should not be allowed to put their products on our markets.
15. Foreign products should be taxed heavily to reduce their entry into the U.S.
16. We should buy from foreign countries only those products that we cannot obtain within our own country.
17. American consumers who purchase products made in other countries are responsible for putting their fellow Americans out of work.

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Issues in Brand Personality

- Brand personification
- Product personality and gender
- Personality and color



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Brand Personification

Specific “personality-type” traits or characteristics ascribed by consumers to different brands.

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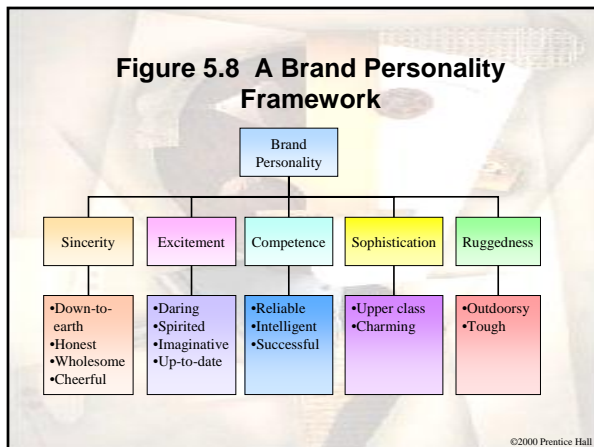


TABLE NOT COMPLETE ON PAGE PROOFS

Table 5.5 The Personalitylike Associations of Selected Colors

BLUE	Commands respect, authority	<ul style="list-style-type: none"> America's favored color IBM holds the title to blue Associated with club soda Men seek products packaged in blue Houses painted blue are avoided Low-calorie, skim milk Coffee in a blue can perceived a "mild"
YELLOW	Caution, novelty, temporary, warmth	<ul style="list-style-type: none"> Eyes register it faster Coffee in yellow can tasted "weak" Stops traffic Sells a house
GREEN	Secure, natural, relaxed or easy going, living things	<ul style="list-style-type: none"> Good work environment Associated with vegetables and chewing gum Canada Dry ginger ale sales increased when it changed sugar-free package from red to green and white

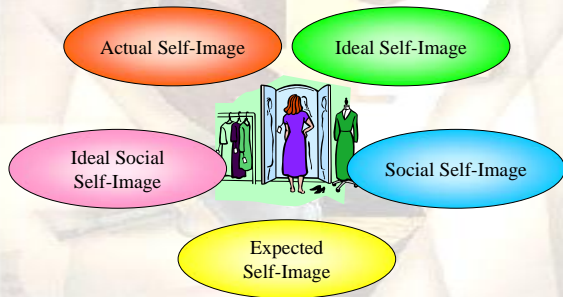
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Table 5.5 continued

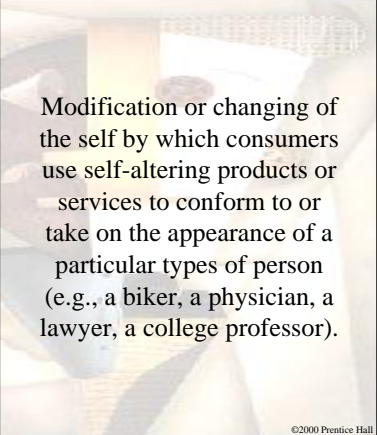
RED	Human, exciting, hot, passionate, strong	<ul style="list-style-type: none"> Makes food "smell" better Coffee in a red can perceived as "rich" Women have a preference for bluish red Men have a preference for yellowish red Coca-Cola "owns" red
ORANGE	Powerful, affordable, informal	<ul style="list-style-type: none"> Draws attention quickly
BROWN	Informal and relaxed, masculine, nature	<ul style="list-style-type: none"> Coffee in a dark-brown can was "too strong" Men seek products packaged in brown
WHITE	Goodness, purity, chastity, cleanliness, delicacy, refinement, formality	<ul style="list-style-type: none"> Suggests reduced calories Pure and wholesome food Clean, bath products, feminine
BLACK	Sophistication, power, authority, mystery	<ul style="list-style-type: none"> Powerful clothing High-tech electronics
SILVER, GOLD	Regal, wealthy, stately	<ul style="list-style-type: none"> Suggests premium price

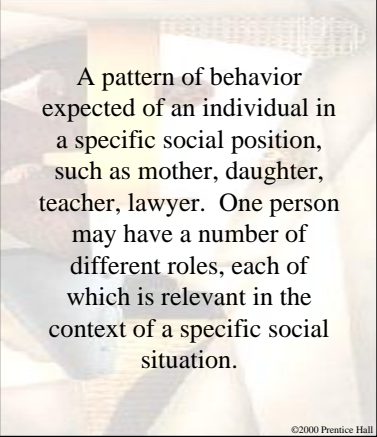
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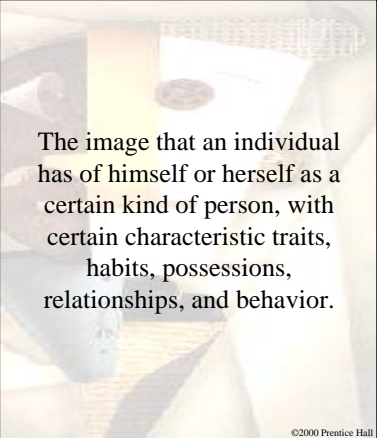
Different Self-Images

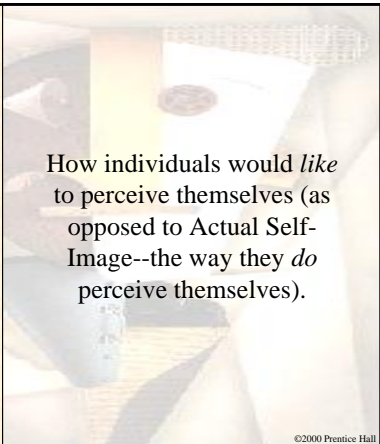


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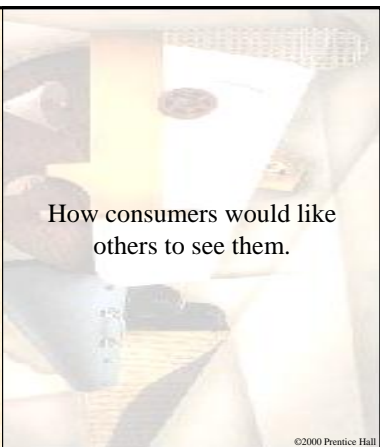
Extended Self	 <p>Modification or changing of the self by which consumers use self-altering products or services to conform to or take on the appearance of a particular types of person (e.g., a biker, a physician, a lawyer, a college professor).</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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Role	 <p>A pattern of behavior expected of an individual in a specific social position, such as mother, daughter, teacher, lawyer. One person may have a number of different roles, each of which is relevant in the context of a specific social situation.</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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Actual Self-Image	 <p>The image that an individual has of himself or herself as a certain kind of person, with certain characteristic traits, habits, possessions, relationships, and behavior.</p> <p style="text-align: right; font-size: small;">©2000 Prentice Hall</p>
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<p>Ideal Self-Image</p>	<p>How individuals would <i>like</i> to perceive themselves (as opposed to Actual Self-Image--the way they <i>do</i> perceive themselves).</p>  <p>©2000 Prentice Hall</p>
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<p>Social Self-Image</p>	<p>How consumers feel others see them.</p>  <p>©2000 Prentice Hall</p>
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<p>Ideal Social Self-Image</p>	<p>How consumers would like others to see them.</p>  <p>©2000 Prentice Hall</p>
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Expected Self-Image

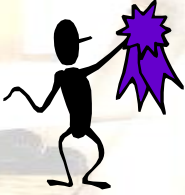


How consumers expect to see themselves at some specified future time.

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Ways Possessions Can Extend the Self

- Actually
- Symbolically
- By Conferring Status
- By Bestowing Feelings of Immortality
- By Endowing With Magical Powers



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Table 5.6 Sample Items from an Extended Self-Survey*

My ___ holds a special place in my life.
 My ___ is central to my identity.
 I feel emotionally attached to my ____.
 My ___ helps me narrow the gap between what I am and try to be.
 If my ___ was stolen from me I will feel as if part of me is missing.
 I would be a different person without my ____.
 I take god care of my ____.
 I trust my ____.

*A six-point agree-disagree scale as used.

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Vanity and Consumer Behavior

- Vanity has been investigated in terms of
 - Physical Vanity
 - Achievement Vanity



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Table 5.7 Sample Items from a Vanity Scale

PHYSICAL-CONCERN ITEMS

1. The way I look is extremely important to me.
2. I am very concerned with my appearance.
3. It is important that I always look good.

PHYSICAL-VIEW ITEMS

1. People notice how attractive I am.
2. People are envious of my good looks.
3. My body is sexually appealing.

ACHIEVEMENT-CONCERN ITEMS

1. Professional achievements are an obsession with me.
2. Achieving greater success than my peers is important to me.
3. I want my achievements to be recognized by others.

ACHIEVEMENT-VIEW ITEMS

1. My achievements are highly regarded by others.
2. I am a good example of professional success.
3. Others wish they were as successful as me.

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