



Personality and Self

TUTORIAL 5

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TODAYS TUTORIAL

Upcoming Events

Tutorial Schedule

Theories + Scales

Group Activity + Presentation

Next Weeks Tutorial

Upcoming Events

INTRODUCING THE
**GATSBY GARDEN
BALL** 2023

SATURDAY 16TH SEPTEMBER

7pm-11pm

Wharewaka Function Center
Taranaki Wharf 2 Taranaki Street,
Waterfront, Wellington 6011

Upcoming Events



Tutorial Schedule

Week	Tutorial Activity / Assessments	Suggested Reading
2	Tutorial 1: Introduction and Segmentation	Chapter 1 & 9
3	Tutorial 2: Mapping the consumer decision-making process	Chapter 9
4	Tutorial 3: Perception and the senses	Chapter 3
5	Tutorial 4: Business report writing	-
6	NO TUTORIAL	-
7	Tutorial 5: Personality and Self	Chapters 5 & 7
8	Tutorial 6: Learning and attitude formation	Chapters 4 & 8
9	Tutorial 7: Social and cultural influences	Chapters 11, 12 & 14

You can miss 2 tutorials and still get full participation marks

Types of Self-Image

Actual Self-Image	How consumers see themselves
Ideal Self-Image	How consumers would like to see themselves
Social Self-Image	How consumers feel others see them
Ideal Social Self-Image	How consumers would like others to see them
Expected Self-Image	How consumers expect to see themselves in the future
Out-to-Self	Traits an individual believes are in their duty to possess

Self-Congruency Theory

Consumers often prefer branded products that are similar to their personality and self-image based on the Self-Congruency Theory

Brand Personality Scale

Table 1 Brand personality scale (BPS) dimensions and indicators

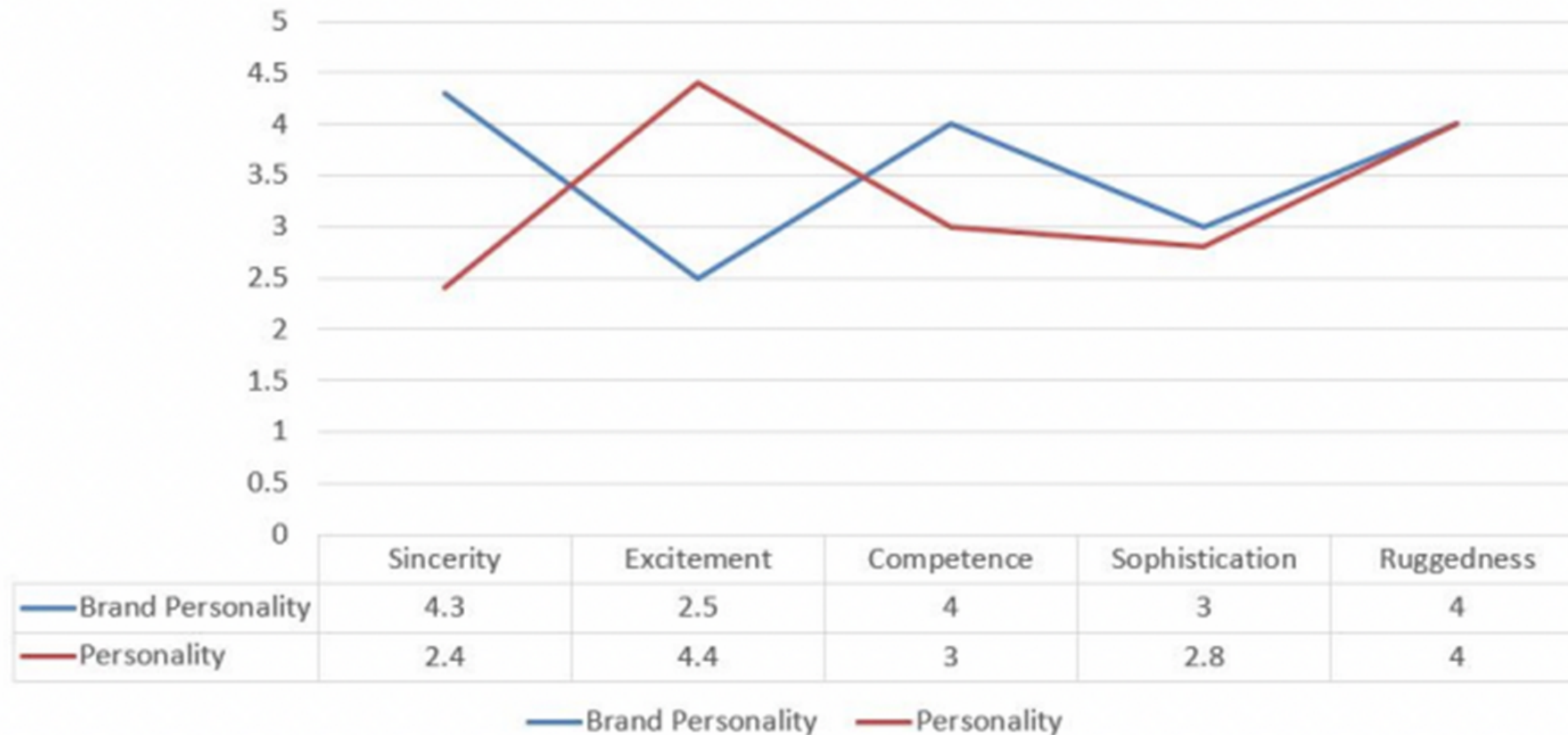
Brand personality				
Sincerity	Excitement	Competence	Sophistication	Ruggedness
Down-to-earth	Daring	Reliable	Upper class	Outdoorsy
Honest	Spirited	Intelligent	Charming	Tough
Wholesome	Imaginative	Successful		
Cheerful	Up-to-date			

(Brand Personality Dimensions from Aaker, 1997)

This weeks tutorial exercise sheet should show the self congruency theory

Brand Personality Scale

Tutorial 5 Personality Scoring Graph



Closely related, if they aren't that is an opportunity for your new brand/product

Group Activity

Disclaimer:

You will be given a political party for this activity, be respectful of others opinions this is only an exercise not a debate :)

Opinions aren't facts, also make sure you're enrolled to vote

Group Activity: 4 groups of 4-6 students

Form groups with people you don't know

- Each group will receive 2 photos of brands/products
- Use the Brand Personality Scale to determine what type of personality their stakeholder/consumer would have
- What would the stakeholder/consumer self-image look like?

Group Presentation: Everyone must speak

- **Brand/Product + Personality**
- **Brand/Product + Actual/Ideal/Expected Self-Image**
- **Brand/Product + Ideal + Social Self-Image**

- **Political Party + Personality**
- **Political Party + Actual/Ideal/Expected Self-Image**
- **Political Party + Social Self-Image**

Labour



ROYAL DANSK®

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LOUIS VUITTON



dict





TESLA

Green

Swannndri



Next Weeks Tutorial

- Complete the Learn-Feel-Do Attitude table.
- Based on the information gathered in your interview, design a marketing stimuli suitable for your branded product that could shape the consumer's attitude.

Attribute	Consumer's actions that helped form attitude to brand	Learn/ Cognition	Feel/ Emotion	Do/ Behave	Marketing action
e.g. fashionable/ up to date	Saw Instagram influencer wearing it		✓		
	Listed as 'latest release for spring' on website	✓			
	[Add extra rows to complete for your consumer]				