

CONSUMER'S TEMPERAMENT AS DETERMINING FACTOR IN PERCEPTION OF EMOTIONAL CONTENT OF ADVERTISEMENT

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Abstract

From psychological research and behavioral economics research is clear that emotions are an integral part of decision making because decision making is also an emotional process. Emotions and current emotional state greatly influence decision-making at each stage of the decision-making process and may be the cause of choosing a particular alternative. Today we know that the consumer is not always rational and does not carefully evaluate all available alternatives before purchase. Consumer decides emotionally, based on feelings and moods, in the context of different situations, according to his own personality. Since personality traits are predominantly inherent and personality is a relatively stable structure, the influence of personality traits on behavior and decision-making suggests the effects of subconscious influences. The aim of the paper is to refer how is the high-positively emotional content perceived by consumers with different personality structures and temperament. It outlines the results of the first year of the research project VEGA 1/0502/17 "Consumer personality and its impact on emotional behavior and decision making".

Our target research group consisted of respondents called "Generations Y" that comprises consumers born approximately from 1977 to 1998, also known as "Millennials" (Children of Millennium). For the purposes of this paper, we consider Generation Y as consumers from 19 to 40 years of age. Total number of survey

respondents was 176, of whom 86 were men and 90 were women. We have used two important research methods: NEO Five-Factor Inventory that measures the individual's level of five personality traits: openness to experience, conscientiousness, extroversion, agreeableness and neuroticism (OCEAN), and Semantic Differential to survey how consumers subjectively perceive selected concepts related to the presented audiovisual advertisement.

Results of our survey proved that consumers of "Generation Y" with higher neuroticism and consumers of "Generation Y" with more emotional temperament react more sensitively to emotional stimuli in a particular audiovisual advertisement.

Keywords: Consumer's Temperament, Generation Y, Perception, Emotional Content, Advertisement

JEL Classification: M31, M32, M39

1 Introduction

Consumer behavior refers to the study of buying tendencies of consumers (Nagyová et al., 2017). There are several stages a consumer goes through before he finally picks up products available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decision of individuals. It is really important for marketers to understand what prompts a consumer to purchase a particular product and what stops him from buying.

To understand a buyer needs and convert them into customers is the main purpose of the consumer behavior study (Bulanda et al., 2017). To understand the buyer habits and his priorities, it is required to understand and know the personality of the buyer. Personality signifies the inner psychological characteristics that reflect how a person reacts to his environment. Personality shows the individual choices for various products and brands. It helps the marketers in deciding when and how to promote the product. Personality can be categorized on the basis of individual traits, likes, dislikes etc. Though personality is static, it can change due to major events such as death, birth or marriage and can also change gradually with time. By connecting with the personality characteristics of an individual, a marketer can conveniently formulate marketing strategies (Koprda, 2014).

It is quite difficult to comprehend consumer psychology without having an understanding of the ways individual's process information and make decisions (Polakevičová, 2015). Extensive research of consumer psychology highlighted the underlying aspects of individuals that make up consumer engagement.

This thesis combines psychological theories and marketing strategies to bring together the main ideas of consumer psychology. The fundamental elements

accentuated in the theoretical framework are: Internal influences, which consists of perception, attention and interpretation. These topics cover an imperative role in explaining the dimensions of the perceptual process and the effect of marketing stimulus (Zhang & Wang, 2009).

Traits are the features of an individual or tendency of an individual in a particular manner. Traits help in defining the behavior of consumers. According to the Trait theorists, an individual's personality make-up stems out of the traits that he possesses, and the identification of traits is important. Few of the most common traits are: outgoing, sad, stable, serious, relaxed, self-assured. Practical and imaginative. Trait theory is representative of multi-personality theories. Trait theory is based on certain assumptions, such as traits which are certainly stable in nature and a limited number of traits are common to most of the people (Ryban-ská, 2015).

Personality of a consumer drives an individual's behavior to accomplish their goals in different situations (Géci, 2017) Analysts are able to look at personality as a variable to help predict the effects of individual traits on purchase and consumer behavior. (Engel, et al. 1995). These differences enable marketers to provide a clear understanding of the characteristics consumers possess that are more determinant of behavior (Horská et al., 2017).

It is a difficult task to achieve as every individual is so different, so in order for marketers to be effective they must create advertisements that have a strong appeal to consumers and allow them to think, "What product fits in well with my values, personality and lifestyle" (Engel, et al. 1995).

Personality can be defined as "consistent responses to environmental stimuli" (Kassarjian, 1971). In other words, it is a person's characteristic response tendencies that are repeated in similar situations. The manner in which a consumer responds to environmental stimuli is subject to an individual's psychological makeup. No two consumers are the same, they may have equal tension reduction but their levels in extroversion can be different which can lead them to engage in dissimilar behaviors.

The most useful theories based on personality that are important for marketers to be aware of are trait theories (Hawkins & Mothersbaugh, 2010). Trait theories allow marketers to segment consumers based on personality differences. This theory proposes that an individual's personality is made up of pre-dispositional attributes called traits. "A trait can be defined as a distinguishable way in which an individual can be differentiated from another" (Engel, et al. 1995). Marketers find traits such as risk taking and self-consciousness useful when planning strategies (Andocsová et al., 2017). These three assumptions describe the trait theory, the first is that all consumers have traits that are different from others that

allows marketers to segment consumer markets. Secondly, these traits are stable throughout an individual's lifetime and finally traits can be gathered from the measurement of behavioral signs (Hawkins & Mothersbaugh, 2010).

There are many different dimensions of this trait theory in existence, a common theory for marketers is called the Five Factor Model, which is a multi-trait personality theory. It is the most commonly used multi-trait approach which attempts to capture a significant amount of a consumer's personality using 5 different attributes.

The purpose of this model is to identify five basic traits that are formed through genetics and early childhood learning.

Table 1 Five Factor Model of Personality

Core trait	Manifestation
Extroversion	Prefer to be in a group than alone, talkative, bold
Instability	Moody, temperamental, touchy
Agreeableness	Sympathetic, kind, polite
Openness to experience	Imaginative, appreciative of art, find novel solutions
Conscientiousness	Careful, precise, efficient

Source: Hawkins & Mothersbaugh. (2010). Consumer behavior: Building marketing strategy.

As seen in Table 1 above there are five core traits that manifest themselves in certain behaviors caused by different situations. This model has been useful in the way it has improved the understanding of behaviors such as bargaining, complaining and obsessive shopping. (Mowen & Spears, 1999). The advantage that the Multi-Approach model brings is increased knowledge of the determinants of different behaviors, as the saying goes, "the more you know, the better you can satisfy the consumer".

Another theory that focuses more on one single aspect of a consumer's personality is called the Single Trait approach. It is used in order to identify a limited part of consumer behavior, more so consumption related behaviors. Personality traits are closely related to motivation and can be the cause of certain behaviors (Yan, 2014).

There are three traits that are labelled as “needs” which are related to consumer behavior that are called, “Consumer Ethnocentrism, Need for Cognition and need for Uniqueness”. (Hawkins & Mothersbaugh, 2010).

Consumer Ethnocentrism describes an individual's ability to create a bias opinion of the purchasing of foreign products (Šugrová et al., 2017). This can occur in consumers who are conservative and less open-minded about other cultural goods (Nagyová et al., 2016). Need for Cognition describes the levels of engagement and thinking that consumers enjoy in different situations. (Hawkins & Mothersbaugh, 2010). Individuals that have a high inclination for Cognition tend to enjoy processing information that is verbal rather than visual. Research made on (NFC) proved that women had higher levels of Need for Cognition than men, which is significant for media targeting (Garber et al., 2003). Moving on to “Need for Uniqueness”, which describes individual differences in terms of the inclination to be different from others. To a certain individual, the uniqueness of a product is what draws their attention to the product regardless of whether the product is trendy, good quality or pricey (Predanociová, 2017). Emotions play a major role in the consumption of products and if a brand produces advertisements that receive positive emotion it is likely that the product will gain consumer satisfaction and brand loyalty (Košíčiarová et al., 2017).

Emotions can be defined as strong, uncontrollable feelings that have effect on behavior. (Bagozzi, Gopinath & Nyer, 1999) Emotions are closely associated to motivation and personality which makes emotions highly individual. If consumer needs are not attained, it often leads to negative emotions, causing anger, frustration or irritation however if a consumer's needs are attained this can lead to positive emotions such as happiness, excitement and contentment. It can be seen as a simple notion yet it is so often overlooked in advertisements that are poorly constructed.

Consumers that are considered more emotional than others are affected by an increased amount of affect intensity (Kubicová & Kádeková, 2016). There are common elements involved in emotional experiences, these include emotions that are triggered by the environment, psychological changes such as pupil dilation and cognitive thought which is the ability to think rationally. Another component that is connected to emotion is behavior (Yi & Baumgarter, 2004).

The final component of emotion is “subjective feelings”, which is the labels we attach to generic emotions such as happiness, sadness, anger and so forth. A specific “emotion” is seen to be an identifiable feeling and “affect” is seen to be the aspect of satisfaction or dissatisfaction (Rybanská et al., 2015).

Emotions play an imperative role in marketing in relation to product advertising and retailing.

Emotions are seen to be the driving force in consumer arousal and retail benefit. There are many brands on the market that aim for consumer emotional arousal through their advertising campaigns and catchy slogans (Wyer et al., 2012).

Conversely, there are products on the market that bring unpleasant arousal that lead to negative emotions such as over counter medications that treat depression and anxiety "When consumer's experience emotions that are negative they can become eager to take part in consumption behaviors that lighten their mood."(Cohen, Tuan & Andrade, 2008).

There are not many people that look for unpleasant arousal when purchasing products so brands that produce products that have the opposite effect are great mood lifters (Šugrová et al. 2016).

These could include personal grooming products which can lead to stress reduction or fitness programs that promote healthy body image and self-esteem. So in a marketer's perspective creating associations between certain products and mood lightening effects will increase the likelihood that consumer's in a bad mood will purchase them (Kubelaková & Šugrová, 2017).

Advertising can often lead to strong emotional arousal, marketers can use this method to engage with consumers regardless of the product they are promoting (Šugrová et al., 2017).

Emotional branding strategy is a common advertising technique that many popular company's use to engage with consumers on a more personal level (Horiská & Oremus, 2008).

The study of the influence of personality traits on purchasing behavior and consumer decision-making has so far been handled by very few authors. Verplanken & Herabadi (2001) found a positive correlation between impulsive shopping and extroversion and the negative dependence between impulsive shopping and consciousness. Matzler et al. (2006) confirmed the dependence between extroversion, openness and hedonic value of products. Barkhi & Wallace (2007) found out the significant impact of neuroticism and openness on willingness to buy. Chen (2007) has shown a significant influence of the personality on choosing the food products.

2 Data and Methods

In research is included a research group, which age structure falls into the "Generations Y". Generation Y includes consumers born between 1977 and 1998, and some authors call them "Millennials" (children of the millennium). For the purposes of this paper, we will consider Generation Y as consumers aged 19-40. The selection of surveyed respondents consist of 176 consumers aged 19-40, of whom

86 are men and 90 are women. All respondents have completed secondary education or higher education and residence in the Slovak Republic. 47 men and 50 women live in the city and 39 men and 40 women live in the countryside. These characteristics are given because they are necessary to verify the representativeness of the sample. We do not consider the other characteristics of the sample to be important for our research. The basic set of Generation Y in Slovakia represents 1,797,461 consumers. Further characteristics are given in the Table 2.

Table 2 Research Group According to Gender and Residence

		Residence		Total
		City	Countryside	
Gender	Male	47	39	86
	Female	50	40	90
Total		97	79	176

Source: Authors' Processing.

The sample's representativeness was verified by a Pearson's chi square test, which tests a zero statistical hypothesis, which asserts that the abilities in each category are equal to the expected (theoretical) abilities. If the p-value is lower than the chosen significance level ($\alpha = 0.05$), we reject the zero hypothesis, which means that the difference between the frequencies found in the sample set and the expected frequencies is statistically significant. If the p-value is equal to or higher than the chosen significance level, we accept a zero hypothesis. In our research, the p-value is 0.49. This means that the sample of respondents is representative of gender and residence.

To evaluate results of our research have been used following research methods: NEO Five-Factor Personality Inventory and Semantic Differential.

NEO, a five-factor personality inventory (from the original NEO Five Factor Inventory) is a personality questionnaire by P. T. Costu and R. R. McCrae from 1992. We have used a revised version. The Slovak edition was published in Prague in 2007. The Slovak manual is the original by I. Ruisel and P. Halama. The inventory is used to diagnose basic personality factors in adolescents from the age of 15 and adults. The inventory identifies the individual's level of five personality traits: neuroticism, extrovertness, openness to experience, consciousness, and friendliness (NEOPS). Based on the scale of extrovert and neuroticism, we can determine the type of temperament of person. Stable extrovert is sanguine, unstable extrovert is choleric, stable introvert is phlegmatic and unstable introvert is melancholic. For each of the five scales we calculated the gross score by adding

the corresponding items (according to the template) and we also determined the temperament of each respondent.

Semantic Differential is a research method for detecting how respondents subjectively perceive the selected concepts related to the presented audiovisual advertisement. The semantic differential is a battery of 7-degree bipolar verbal scales. By using this method, respondents rated our ad.

3 Results and Discussion

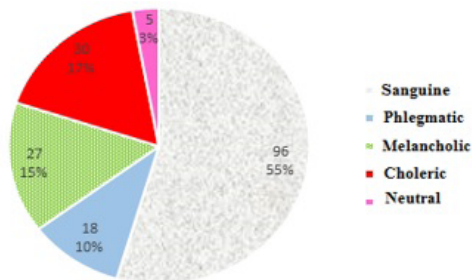
Respondents involved in our survey watched the ad “Coca Cola 2016 Holiday Puffin” and rated it on a semantic differential scales. We found significant differences based on the personality of the consumer. Consumers are assessed according to gender, predominant temperament and according to level of extrovertness and neuroticism. The representation of NEOPS personality traits in the group of survey respondents is given in Table 3.

Table 3 Representation of NEOPS Personality Traits in the Group of Survey Respondents

	N	E	O	P	S
High Rate	58	130	120	146	162
Low Rate	116	43	46	24	10
Unchecked Type	2	3	10	6	4

Source: Authors' Processing.

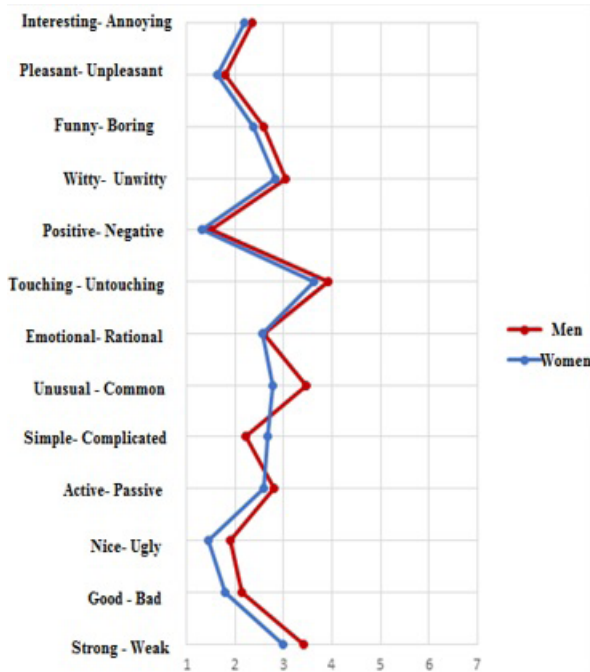
Figure 1 Representation of Predominant Types of Temperament in the Group of Survey Respondents



Source: Authors' Processing.

Representation of predominant types of temperament in the group of survey respondents is offered in Figure 1, where 96 respondents (55%) are sanguine, 30 respondents (17%) are choleric, 27 respondents (15%) are melancholic, 18 respondents (10%) are phlegmatic and 5 respondents (3%) are neutral.

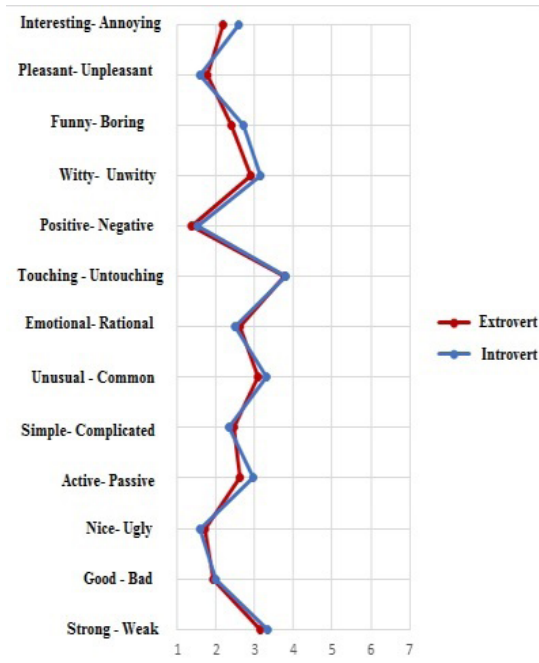
Figure 2 **Semantic Differential- Assessment According to Gender**



Source: Authors' Processing.

Figure 2 proved that the ad liked more women than man. Women see it as more complex, unusual, slimmer, better and more powerful. In the other characteristics, there are no significant differences between genders. Advertising is considered as interesting, positive and enjoyable.

Figure 3 **Semantic Differential - Assessment According to Level of Extroversion**



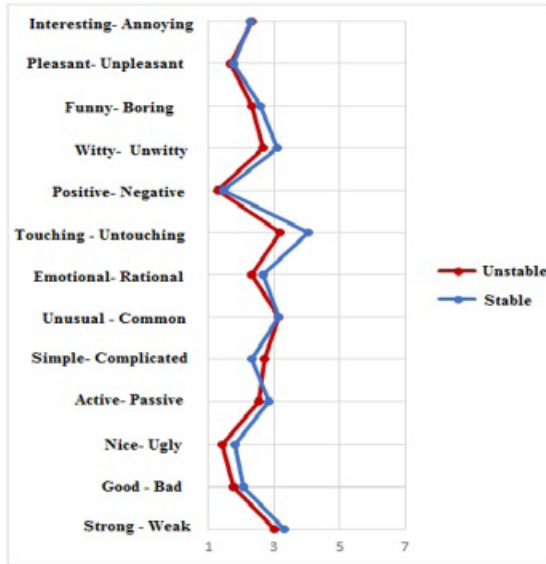
Source: Authors' Processing.

Figure 3 proves that ad is more interesting, more fun and more active to people with a higher level of extroversion. In the other assessments, respondents with varying level of extroversion almost do not differ.

In Figure 4 we can see that the ad was liked more by respondents with a higher level of neuroticism. They consider it to be nicer, better, stronger, more active, more emotional, more entertaining and more fun. We can see that more emotional consumers are more responsive to emotional appeals in advertising.

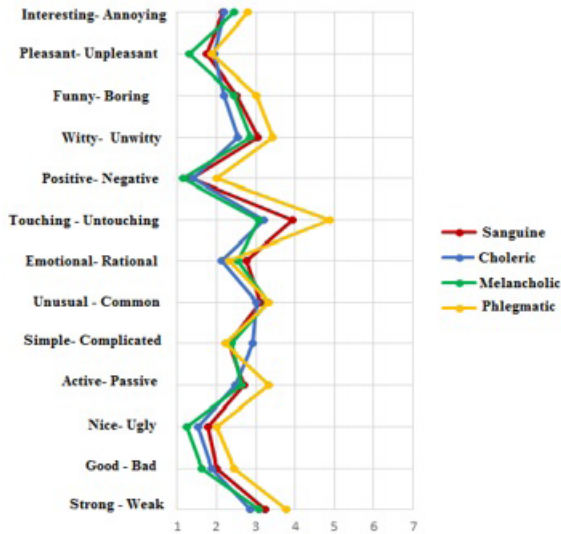
In Figure 5 is proved that the ad was the most liked by melancholic and the least by phlegmatic. Melancholic respondents consider it the most beautiful, the best, the most pleasant and the most positive. Phlegmatic respondents consider it as untouching. However in general was given ad rated high positive. And once again, the most emotional consumers evaluate it the most positively

Figure 4 Semantic Differential - Assessment According to Level of Neuroticism



Source: Authors' Processing.

Figure 5 Semantic Differential - Assessment According to Prevailing Temperament



Source: Authors' Processing.

4 Conclusion

Target research group assessed in the submitted paper were respondents called "Generations Y" also known as "Millennials" (Children of Millennium). For the purposes of this paper, we consider Generation Y as consumers from 19 to 40 years of age, total number of respondent included in survey was 176, of whom 86 were men and 90 were women. We have used two research methods: NEO Five-Factor Inventory and Semantic Differential to survey how consumers subjectively perceive selected concepts related to the presented audiovisual advertisement. Respondents watched the ad "Coca Cola 2016 Holiday Puffin" and rated it on a semantic differential scales. Consumers were assessed according to gender, predominant temperament and according to level of extrovertness and neuroticism. We found out significant differences based on the personality of the consumer. Results of our survey proved that consumers of "Generation Y" with higher neuroticism and consumers of "Generation Y" with more emotional temperament react more sensitively to emotional stimuli in a particular audiovisual advertisement.

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