# Chapter 6 Consumer Personality in Food and Drink

## **Multiple Choice Questions**

1. Which theorist devised the CAD (compliant, aggressive and detached) personality types?
2. Sigmund Freud
3. Alfred Adler
4. Karen Horney
5. Harry Stack Sullivan
6. Which of the following is not one of ‘The Big Five’ personality traits?
7. Agreeableness
8. Conscientiousness
9. Extraversion
10. Frugality
11. Which of the following is one of the “five core dimensions” of brand personality according to Jennifer Aaker?
12. Sanguine
13. Sophistication
14. Fragility
15. Humanity
16. According to Freud’s theory, a consumer personality as a result of a crash of three forces. Which are these three forces?
17. Id, ego and superego
18. Rationalisation, projection and actions
19. Personality, friends, Id
20. Superpowers, Id, and ego
21. Which of the following represents the ‘Big five consumer personality traits’?
22. Disagreeableness, argumentativeness, introversion, conscientiousness,
23. Playfulness, agreeableness, neuroticism, openness,
24. Assertiveness, disagreeableness, extraversion, fun-loving,
25. Extraversion, agreeableness, conscientiousness, neuroticism, openness.
26. What is meant by personality?
27. The inner psychological characteristics that both determine and reflect how a person responds to his or her environment
28. The way a person sees himself
29. How a person retains and retains information
30. The characteristics or blend of characteristics that make a person identical to others
31. According to Freud’s theory, which force is considered a warehouse of primitive or instinctual needs for which an individual seeks immediate satisfaction?
32. The superego
33. The id
34. The ego
35. All the above

**Revision questions**

1. Explain the three forces which determine a consumer personality as per Sigmund Freud’s theory.
2. Explain Karen Horney’s personality types.
3. By use of examples, explain how knowledge of the ‘big five’ personality traits could be relevant or could be applied by managers of agrifood businesses.

**Answers**

### Multiple choice questions

1. C
2. D
3. B
4. A
5. D
6. A
7. B

### Revision questions

1. *Explain the three forces or components which determine a consumer personality as per Sigmund Freud’s theory.*

In Sigmund Freud theory, there are three main components which is: id, ego and superego. These elements work together to build a complex human behaviour. Each of the elements appends its own exceptional contribution to personality and by working together create human personality and subsequently behaviour.

- The ID, this element of personality is present from birth and includes completely instinctive and radical behaviour. To put it simply, id is the childish and impetuous part of human. According to Sigmund Freud, it works based on pleasure principle, which means that its looking to increase pleasure and suppress pain. It is considered as a warehouse of primitive and impulse drives for which the individual seeks immediate satisfaction.

-The SUPEREGO, it is a development of character from childhood, part of personality which is based on values of moral principles, opposite of ID. Superego controls the id’s impact, particularly those which society prohibited such as aggression and violence. Superego is conceptualized as individual’s internal expression of society’s moral and ethical codes of conduct. Its role is to see that the individual satisfies needs in a socially acceptable fashion. It restrains or inhibits the impulse forces of the ID.

The EGO, is the way of moral dealing with the reality in rational and amicable manner which is socially acceptable in the word. It may seem to delay the pleasure and find a satisfactory outcome in particular situation. It also helps to recognize that other people have wishes and needs as well and being selfish would not be a good thing in future perspectives. It is the individual’s conscious control. It functions as internal monitor that attempts to balance the impulse demands of the ID and the social cultural constraints of the superego.

According to the Freudian theory, human drives are seen as largely unconscious and that consumers are primarily unaware of their true reasons for buying what they buy.

1. *Explain Karen Horney’s personality types.*

Karen Horney using relationship between child and parents, determined that individuals can be classified into one of three categories:

• Compliant Personality- type of people who always move belong to others, very outgoing and sociable. Compliant individuals function to please others. Human with the compliant personality usually desire be loved, wanted and appreciated by others.

• Aggressive Personality- people with this personality type are aggressive and move against others. They are selfish and constantly seek to be the best than others, and want to prove it. Moreover, humans with this type of personality tend to be interested to be the boss, have a power, manage people and compete with confidence.

• Detached Personality- individuals with dominant necessity related with “staying away from people”. These people tend to be independent, assertive and self- confident. Also, they attempt to promote themselves with independence of freedom.

1. *By use of examples, explain how knowledge of the ‘big five’ personality traits could be relevant or could be applied by managers of agrifood businesses.*

The big five factors of personality measure different aspects of the individual, and give a well-rounded personality description of the said person.

Openness refers to an individual’s willingness to try new experiences. This could be beneficial for a new restaurant starting up, or an agrifood business releasing a new product launch.

Conscientiousness measures someone’s organisation levels – this trait might perhaps be less useful in the food and drink industry compared to the others. It might come in useful though for selling fast food or food-to-go for people who are in a rush.

Extraversion can be seen as being somewhat similar to openness, but instead it measures one’s comfort in being in social situations. This could be considered when designing the layout of a new store or restaurant.

Agreeableness is essentially the warmth of a person and how friendly they are to others. This could be misconstrued as extra/introversion when being tested, as some of the visible behaviours are similar.

Neuroticism is an individual’s anxiety levels, and emotional stability. In the food and drink industry it can be used for comfort foods for those with high anxiety.