PERSONALITY OF CONSUMER AS A FACTOR OF THE PURCHASING BEHAVIOUR IN THE RETAIL UNIT

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Abstract: *Consumer personality is of interest in the literature for several years. The paper is based on the amount of research on consumer behaviour, dedicated to the personality of the consumer in terms of purchase. It presents the results of a marketing survey conducted on a sample of 11,389 consumers and uses methods such as multidimensional scaling and GIS to characterize the purchasing behaviour of consumers living in Bratislava for example stores retail food chains. The paper presents the results of research project VEGA No. 1/0039/11 Geographical Information System as a Source of Strategic Innovation of Enterprise from the Point of View of Strengthening its Competitiveness.*

K e y w o r d s: Personality, consumer behaviour, Bratislava retail network.

1 INTRODUCTION

The term personality appears in psychology at the beginning of the 20 century when the interest in psychical functioning of man is increasing. Personality in psychological meaning of the word expresses the substance of psychological organization of human spiritual life, or his authenticity [8]. The term personality is relatively often mistaken for the term person. Person means the outward manifestations of the inner substance of spiritual life, which may not be authentic. It is something like a "façade" covering the inner psychic substance of a man. The other man is taken as a personality but also as an individual.

The term individual denotes an individual in relation to the society, where a biological aspect of personality is also manifested (i.e. we understand behaviour through reflexes, urges or needs). He/she is an individual who is indivisible, unique and able of an independent existence. On the other hand individuality expresses the uniqueness of individual features, specifics of the process of individual psychic processes, the result of which is a peculiarity of the personality. It is an unrepeatable complex of psychic uniqueness of a personality connected with the character, temperament, procedure of psychic processes, overwhelming emotions, motives and abilities.

2 PERSONALITY

In general every individual is a personality which is manifested by means of purchasing behaviour. The research of personality has been attracting attention of experts for a long time, often in a polemic way. Personality expresses uniqueness of an individual. It is defined as a complex of characteristic features of an individual, which are manifested by means of his/her thinking and reactions with regard to a given situation in the environment. It can be characterized by an open attitude to other individuals and new experience, adaptability, introversion or extroversion, impulsivity, friendliness and the like. Every individual has his/her own characteristic features (stability – instability, deliberateness – impulsivity, activity – passivity, calmness – nervousness), which have a substantial influence on his/her purchasing behaviour. But it must be stressed that these characteristic features are very difficult for the marketing workers to measure and therefore they can be used by an enterprise very rarely. E.g. it concerns the case of adaptation of the product to not so numerous, badly measurable and inaccessible group of consumers.

The factors, which influence the trends of development of personality are as follows: age, colour of the skin, marital status, income, profession, life cycle of the family.

The most known psychoanalytical theory by S. Freud defines three basic elements of personality of very individual: id, ego and superego. According to this theory personality is a result of subconsciousness and instincts. Its contribution to marketing is in its characterizing the interaction between these three elements which dictate the wishes of an individual. For the marketing worker it means that these wishes can be invoked and stimulated by specific instruments with the aim of influencing the consumer behaviour. E.g. the advertisements on shampoos influence consumer by means of sexual stimuli, which the consumer may not realize.

The grandfather of results in the sphere of personality was Hippocrates, who elaborated the first work on the issue of temperament. The starting point of this doctrine is the re ratio of liquids in the human body. He differentiated 4 kinds of body liquids: blood (haimaJ), phlem (flegma), gall (cholé), black gall (melania cholé). But this approach is very general and refers to all types of human behaviour. Therefore the division of consumers according to the way of purchasing requires more attention:

- Conservatives – they keep their customs, they do not like risk.
- Stayers – they try to reach the targets.
- Followers – their purchasing decisions result from the decisions of other customers.
- Successful people – they are usually rich people who can afford to make enormous purchases. They are leaders who are followed by other consumers.
- Seekers of experience – they are energetic and dynamic people, who like trying new things and want to try them as many as possible [7].

In the market environment the retailer and producer appear in the situation when it is not sufficient to reach a positive economic result. It is necessary to be different from the competition and to deal with the organisation of the retail unit in a relevant way. The knowledge about what kind of customers visit the retail unit must be used also in the relation to suppliers, who, knowing the type of consumer can adapt to his/her needs and requirements. If the goods are prepared, it is necessary to communicate the offer to the target group on the basis of the questions To who? Where? How?

It must be understood, that customers are different in their behaviour and for this reason it is necessary for suppliers to adapt to it as well as to adapt to the way of sales. The ways of consumer behaviour is influenced by two factors:

- Confidence, i.e. the size of influence which a given inividual disposes of, to control the situation, thinking, feelings and procedures of other people.
- Sensitivity, i.e. the level at which the individual manifests his/her feelings outwards and develops relations with other people.

Such a division of factors of consumer behaviour makes it possible to classify them according to the following types: analyst, leader, sociable and symphatic, which makes it possible to adapt the behaviour of the store staff to them. For this reason it is necessary to know the types of personalities of customers and to find adequate behavioural models of behaviour of the store staff.

According to the level of self -confidence and sensibility of customers we can characterize customers with the following characteristics:

- Customers with a high level of self-confidence (they are active mainly in non-verbal communication. They have rich mimics, they maintain eye contact, they speak quickly, they speak loudly, during welcoming they shake hands, they make contacts easily, they ask questions and stimulate exchange of opinions, they walk quickly, they are impatient, they make decisions quickly, they are not afraid of risk, they inform about their health, they readily express their opinion, etc..
- Customers with low level of self-confidence: they are reserved in non-verbal communication, they gesticulate rarely, in the conversation they maintain a sporadic eye contact, they speak quietly, their handshake is gentle, they act in an indecisive and phlegmatic way, they ask questions to confirm the information and clear the situation, they do not express their opinions, they walk slowly, they need more time to think, they do not like risk, they hide their opinions, etc..
- Customers with a high level of sensibility: they prefer close physical contact with others which is reflected in frequent touches, they pay attention to the relations with other people, they are emphatic, they take into consideration opinions of other people, they like jokes and stories, they are open-minded, they have elastic perception of time, etc..
- Customers with low sensibility – their faces show no expression, they create physical barrier between them and other individuals (the sphere of privacy is 80-90cm), they are not much interested in the problems of others, they are oriented at documentation, they concentrate on the facts, they keep the time, they keep the law, etc.

On the basis of the mentioned characteristics we can differentiate the following types of consumers: analyst, leader, sociable and symphatic:

- Analyst (low level of self-confidence, low sensibility): he/she has urgent needs, which he/she identifies on the basis of facts and numerical data, he/she prefers a quiet and calm work, he/she is independent at work, he/she prefers independent solving of problems and discussions, one must be on time when having a meeting with him/her, during presentations he/she must be given the facts, at the beginning of presentation of product he/she is usually sceptic, to be persuaded he/she need not be presented the opinions of others, he/she must have 2 or 3 alternatives, each alternative must be characterized by advantages and disadvantages to prevent the failure of transaction, he/she must be provided an after sales service etc. [8].
- Leader (high level of self-confidence, low sensibility): he/she thinks quickly and accepts decisions resulting from the first accessible data, he/she can perfectly navigate people, he/she is interested in the results of particular activities, he/she tries to be always the best, it is the best to make him/her think that his/her decision to buy was his/her own intention, he/she must be helped to get firm when

making a selection of an alternative [12], he/she must be made compliments concerning his/her decisions, during negotiation it is necessary to follow the facts and emphasize important aspects, etc..

- Sympatric (low level of self-confidence, low sensibility) [9]: he/she does not make problems, he/she is satisfied with his/her status quo (in contrast to the leader), he/she needs help in decision making on the purchase of goods, he/she is pleased by his norms and values complying with the system of principles and norms of the other participant of the dialogue, he/she is pleased by being paid attention to, during conversation he/she agrees with a shop assistant but it threatens that he/she is not doing what he/she was expected to, it is important to lead him/her to expressing his/her goals, preferencies and expectations. He/she must „feel O.K." before starting negotiating on any proposal, etc.

Sociable (high level of self-confidence, high sensibility), he/she must be the focal, he/she likes visitors and receiving guests, he/she enjoys having good time, he/she could be a good receptionist, hairdresser, work in the consumer service department, he/she is not good at doing business as he/she cannot handle emotions what makes him/her different from a leader, making a good contact with him/her requires to make him speak about himself/herself, his/her opinions and desires, it is important to maintain interesting issue in the conversation which gives a chance to get affirmed about his/her desires expressed before, influencing customers of this type assumes making them prying, therefore it is suitable to tell the story about successes or commentary of the people who the customers can compete and compare themselves with, it is important to keep pace with his/her speaking and acting quickly, it is necessary to take into consideration the fact, that he/she has a tendency to generalize and exaggerate things and because of this it is inevitable to catch the facts which he/she can be complied with, etc. [1] [10].

If we take into account the fact that in stores and business centres there are the customers who beat time, we should admit that the art to sell lies in getting friends. In the store there meet two persons and two personalities – customer and seller. The retail unit ensures exchange with different customers and the task of a seller is to behave in such a way to make the customer leave the store satisfied [2]. The text above dealing with the types of customers can be supplemented by further groups of customers: quiet customer, suspicious customer, rough customer, rational customer, uncertain customer, yuppies (young urban professionals), ideologue, fani techno, fani disco polo, informed customer, professional, etc.

3 RESULTS OF RESEARCH

The target of the research made in the year 2011 in the territory of Bratislava, the capital of the Slovak Republic was to make maps of the space lay-out of retail network in the territory of the city using the knowledge of geomarketing and creation of database of the data on retail network as part of the geographic information system. Among other things it also dealt with perception of accessibility of stores of retail chains selling foodstuffs to customers. To get the answers, a standardized questionnaire was used. It was filled in by 11,398 respondents shopping in the retail stores located in individual town quarters in Bratislava. There were mapped 4,089 retail units in the given territorial unit classified according to SK NACE (fig. 1).
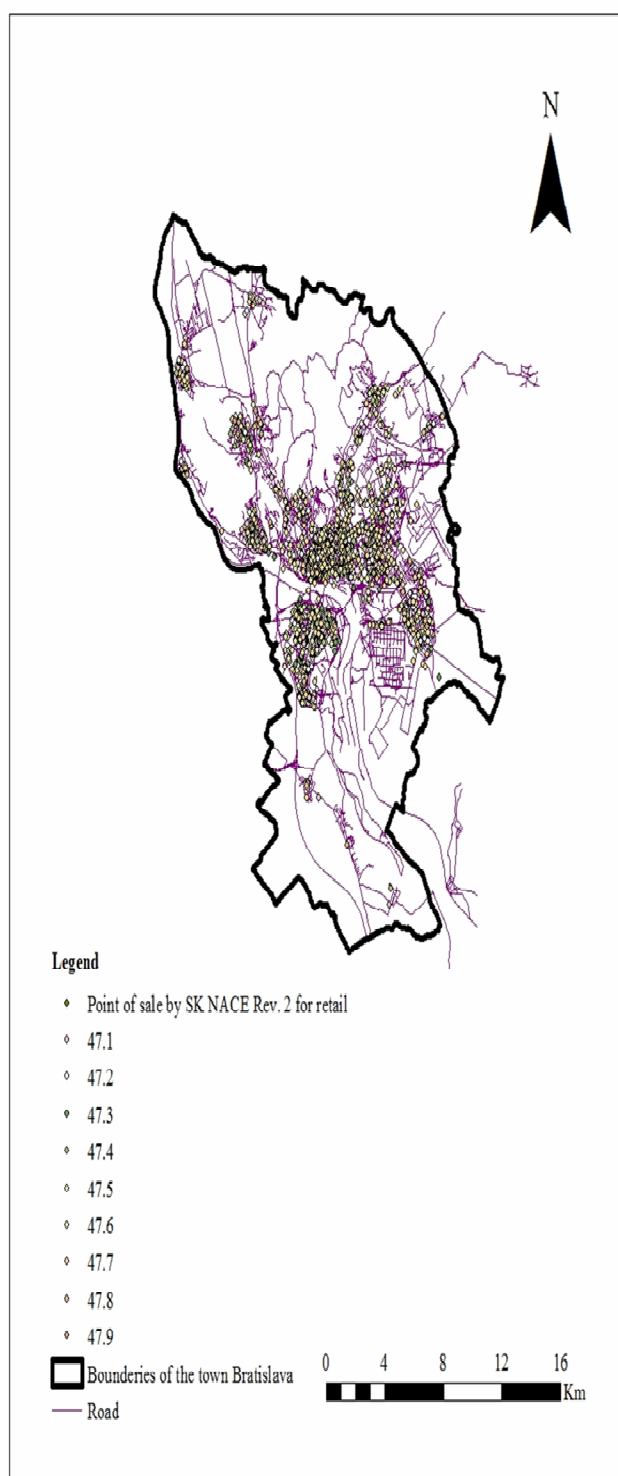
Fig. 1 Retail units in Bratislava according to SK NACE

SK NACE	Share of individual in %
47.11 Retail sale in non-specialized stores, mainly in foodstuffs, drinks and tobacco	6.14
47.19 Other retail sale in non-specialized stores	0.84
47.21 Retail sale in fruits and vegetables in specialized stores	1.09
47.22 Retail sale in meat and meat products in specialized stores	0.98
47.23 Retail sale in fishes, crustaceans and shellfish in specialized stores	0.14
47.24 Retail sale in bread, pastry, cakes in specialized stores	1.93
47.25 Retail sale in drinks in specialized stores	2.12
47.26 Retail sale in tobacco products in specialized stores	1.28
47.29 Other retail sale in foodstuffs in specialized stores	2.63
47.30 Retail sale in fuels in specialized stores	1.84
47.41 Retail sale in computers, peripheral units and software in specialized stores	2.82
47.42 Retail sale in telecommunication apparatuses in specialized stores	1.02
47.43 Retail sale in audio- and video-apparatuses in specialized stores	0.84
47.51 Retail sale in textile in specialized stores	4.98
47.52 Retail sale in ironware, colours and glassware in specialized stores	4.42
47.53 Retail sale in carpets, mats, floor or wall covering in specialized stores	1.40
47.54 Retail sale in lighting devices for households in specialized stores	2.72
47.59 Retail sale in furniture, lighting devices and other household devices in specialized stores	7.07
47.61 Retail sale in books in specialized stores	1.98
47.62 Retail sale in newspapers and office supplies in specialized stores	3.54
47.63 Retail sale in audio- and video-recordings in specialized stores	0.28
47.64 Retail sale in sportsware in specialized stores	3.37
47.65 Retail sale in toys andes in specialized stores	1.05
47.71 Retail sale in clothes in specialized stores	9.56
47.72 Retail sale in shoes and leather products in specialized stores	3.44
47.73 Pharmacies	5.38
47.74 Retail sale in medical and orthopedic devices in specialized stores	3.19
47.75 Retail trade in cosmetic and toilet products in specialized stores	3.56
47.76 Retail trade in flowers, plants, seeds, manures, domestic animals and animal feed in specialized stores	5.00
47.77 Retail trade in clocks and watches and jewellery in specialized stores	3.16
47.78 Other retail sale in new goods in specialized stores	3.28
47.78.1 Retail sale in fuels for households	0.00
47.78.9 Other retail sale in new products in specialized stores	0,63
47.79 Retail sale in second-hand goods in stores	1.70
47.81 Retail sale in stalls and in markets in foodstuffs, drinks and tobacco	1.75
47.82 Retail sale in stalls and in markets in textile goods, clothes and shoes	0.16
47.89 Retail sale in stalls and markets in other goods	3.00
47.91 Mail-order sale or internet sale	0.74
47.99 Other retail sale in addition to stores, stands and markets	0.95
Total of retail units	100.00

Table 1. Number of mapped retail units according to NACE

The respondents had to meet the condition of having a permanent or temporary residence in

Bratislava and be at least 18 years old.

Age group	Percentage of the sample (%)
- 19	3.63
20-24	22.65
25-29	14.98
30-34	11.41
35-39	9.54
40-44	8.81
45-49	7.87
50-54	7.13
55-59	4.27
60-64	3.60
65-69	3.03
70 +	3.09

Table 2. Relative frequency of the sample according to age

The average age of all respondents is 36.89 years, i.e. almost 37 years (table 2). The sample is represented by 52.66% of respondents younger than 34 years and 47.34% of respondents older than 34 years. The average age of respondents under 34 years is 25.08 years. The most numerous group of respondents of young people is the age group 20 – 24 years, which is represented by 22.65% of all respondents and in a given group it reaches the share of 43.01%.

In the group of consumers older than 34 years the average age is 49.21 years. The age group 35 – 39 years is the most numerous group of the respondents older than 34 years. It represents a 11.41% share within all respondents and in the given group it represents the share of 20.16%.

The use of multidimensional scaling as an alternative of factor analysis makes the information more simple and transparent for a distributor in recognising his/her potential customers.

The aim of this method is to find veiled reasonable dimensions, which make the marketing manager able to explain the similarities or differences (distances) found out among the subjects researched. The principle of the method lies in transferring objects in the space, which is limited by an exact number of dimensions and in the research of the impact of a given arrangement on the reproduction of original distances between the objects. The aim of this method is to optimally decrease the number of data and to search the relations of objects in the reduced space. To make the results most clear with regard to the possibilities of optical evaluation of relations, it is effective to be limited by a three-dimensional space [11]. Each coordinate axe has its own meaning resulting from decisive qualities of the objects evaluated according to their position in the space. Although the methods of output may also be numerical, it is mainly a visual technique. The objects are described in a reduced space, which is the so called map of perception, and which is usually a basic navigator in interpreting the relations between the objects. This method has a useful and a much frequented application in the marketing research. It is useful in the study of consumer relations, mainly the relations connected with perception and preference of products and services [5]. It makes it possible to identify the attributes, which are important

for consumers and to measure their relative importance.

Outwardly the personality of customer is represented by perceiving market position of different formats of stores [3]. In this case the attractiveness of the store is perceived by means of the dimensions of condition – accessibility with the aim to characterize the character of customers (figure 2).
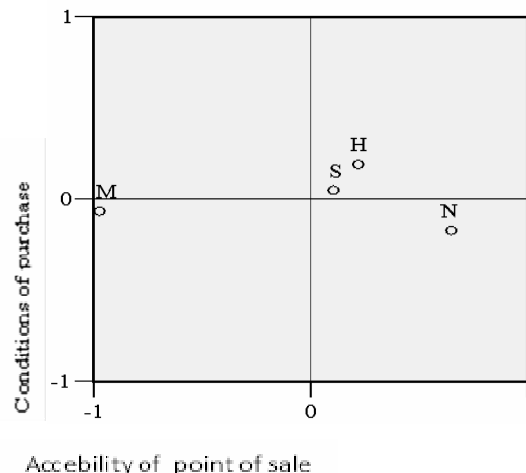
Explanations: M:low-meter store, S:superarket, H:hypermarket, N:None of the mentioned formats of stores is preferred.

Fig. 2. Map of perceiving the attractiveness of the store formats

On this basis we can characterize the attractiveness of stores of individual retail chains selling foodstuffs, which were operating in different districts of the town in the year 2011.

Accebility of point of sale
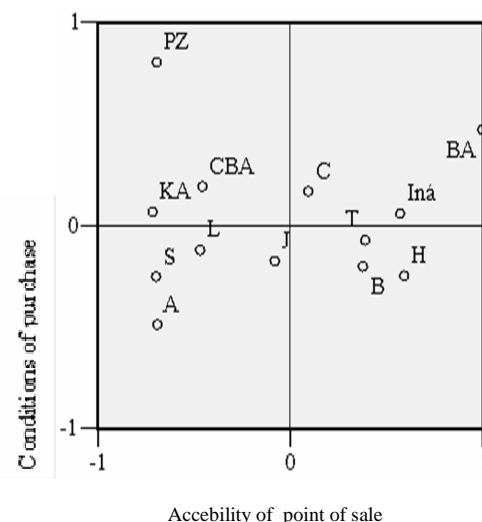
Explanations: PZ-Prima zdroj, C-Carrefour, BA-Bala, B-Billa, A-Albert, L-Lidl, Ka-Kaufland, H-Hypernova, T-Tesco, S-Moja samoška, other store of other retail chain.

Fig. 3. Attractiveness of the stores of retail chains

The figure 3 shows that the stores of the chains Carrefour, Billa, Tesco, Balla and Ahold (Hypernova) are perveived at high level as far as

accessibility is concerned. It results from the fact that their stores are located either in the shopping centres (Carrefour, Billla, Ahold) or independently (Tesco), where the parking and suitable connection by traffic is secured. The stores Albert, Lidl, Jednota COOP, CBA or Kaufland, Moja samoška, which are mostly located within the town quarters in the vicinity of the customers´ residences with no problem with accessibility, can be valuated according to the bying conditions, i.e. the price, extent of offer, staff, store facilities, shopping hours and other factors influencing ther perception such as the acquaintance with the store offer or the number of stores of a retail unit, image and others [4].

4 CONCLUSION

Psychological factors concern the customer behaviour and his/her perception of environment. For this reason they are also called internal factors, which are not easy to define [9]. The specialists in this field explain the term personality together with the use of the terms perception, motivation, attitude and lifestyle as a behaviour of a consumer on the basis of his/her individual way of thinking. We face the definition of the term personality quite often. It is conditioned mainly by the fact that this term is getting different meanings in different scientific fields (e.g. it is of different meanings in the legal science, sociology, politics or marketing, etc.) [6].

Knowledge of the basic types of personality of customers enables retailers to better accommodate to communication with them. Thus it gives the possibility of coding the advertising missions, which could lead consumers to adopting required purchasing decisions. It also makes it possible to understand the attractiveness of the store and plan the future implantation of new store in a specific environment.

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